

Application  
Note

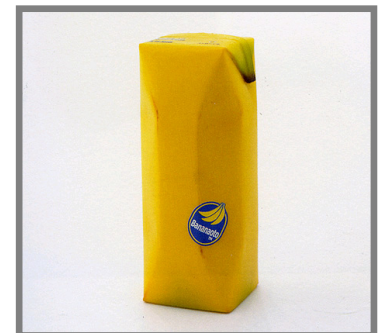
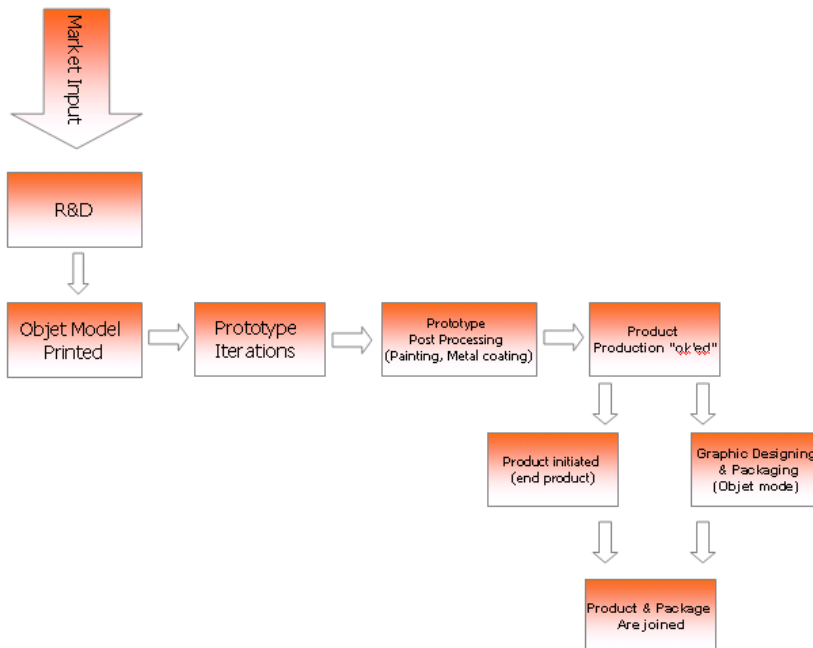


## Overview

As product launch schedules get tighter to meet ever growing market demands, companies need to find ways to reduce the time-to-market of their products. With 3D printing, you can significantly reduce every stage of the product development lifecycle. For example, Objet customers often use Graphic Designing & Packaging as part of their marketing efforts. To save valuable time and significantly speed up your time-to-market, you can use true-to-life prototypes at the early stages of your product development to create marketing collateral and packaging, instead of waiting for the final product to be ready.

Internal research suggests that approximately 13% of Objet customers use such techniques, and use the respective, most commonly used application, to gain these results. These prototypes are printed on Objet 3D printers, and, together with post processing such as painting, metal coating, and more, create the look-and-feel of the end product. Instead of presenting a pre-series production part, which involves the creation of molds at extra cost, the accurate 3D model is used for the Graphic Designing & Packaging stage of the product development process. This reduces the time-to-market of the final product as all of the product development stages, including the Graphic Designing & Packaging stage, are already completed and the end product can be packaged and shipped to the customer immediately upon completion.

The following diagram depicts the process flow::



## Why Objet?

With Objet, you can **"Print Reality"**. The Alaris™30 Desktop 3D Printer is the only printer in the desktop product range that enables you to use fine detail printing, smooth surfacing printing, good tolerance, and easy post processing such as metal coating, painting, polishing, and more, to create prototypes that accurately represent your desired end products. These true-to-life prototypes enable you to make crucial decisions early in the product development life cycle, and save both valuable time and costs.

## Tips & Tricks

The challenge in Graphic Designing & Packaging is creating high-quality printed parts. With the ability to "Print Reality" using Objet's 3D printing technology and simple post processing, you can easily create printed parts that accurately reflect end product properties. Post processing is not complex and can be done by following simple instructions provided in the various Objet Application Notes available on the Objet website ([www.objet.com](http://www.objet.com)).

## Reference

- Application Note: Detailed Painting on FullCure Models
- Application Note: Dyeing FullCure Models
- Application Note: Vacuum Metallization
- Application Note: Metal Coating
- Application Note: Textured Applications



## Disclaimer

Objet Geometries Ltd. is not responsible for misuse of our products or their use in conjunction with unsafe or improperly maintained equipment or for uses other than intended as specified in this application note.

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