

ORLAS CREATOR Set to Disrupt Jewellery Production

With the introduction of its new, accessible direct metal additive manufacturing system, OR LASER believes that the jewellery industry will be a primary beneficiary of the advantages of the ORLAS CREATOR.

Dieburg, Germany; 19th December, 2016: OR LASER believes it is on the cusp of further disrupting the jewellery industry with the introduction of its new — and accessible — *metal* additive manufacturing (AM) system, the ORLAS CREATOR. Utilising the laser melting AM process, the ORLAS CREATOR offers an economically profitable metal system with superior speed and productivity gains by way of its unique circular build-platform design in combination with a proprietary, rotation-led precision coater blade that will bring new value creation opportunities for jewellery brands.

During its 30-year history, 3D printing has already caused some serious disruption within the jewellery industry by facilitating new approaches to jewellery design and manufacturing. This has been achieved with new digitization processes and the production of accurate casting patterns using wax and resin 3D printing processes. More recently, direct jewellery production has often been presented as a natural fit with metal AM processes, due to its small part sizes, high added value and limited requirements for qualification standards. However, the ubiquitous direct production of jewellery pieces in metal, particularly precious metals, has proved to be prohibitive both in terms economics and usability. Until now!

When OR LASER introduced the ORLAS CREATOR at the Formnext exhibition in Frankfurt last month it presented an end to end AM solution that has been designed and developed specifically to provide access to metal 3D printing for small and medium sized enterprises (SMEs). This includes a wide array of jewellers that now have the opportunity to engage with metal 3D printing for the direct production of unique and customized jewellery. OR LASER has broken down many of the existing barriers to adoption for direct jewellery production in metal, most notably the astronomical costs, complex software and usability issues and long build times.

Priced competitively, at less than half the cost of comparable machines on the market, the ORLAS CREATOR is a high-end, comprehensive AM solution that incorporates in-house developed software, innovative hardware and flexible process control. By combining these features, OR LASER has ensured that the ORLAS CREATOR is both safe and easy to operate and manage by jewellery companies. Furthermore, metal jewellery designs can be realized in as little as a few hours — without the investment of time and money into casting — and produced directly from CAD data. The production speeds of the ORLAS CREATOR are up to 30% faster than comparable metal 3D printing systems while part quality is facilitated by a high quality 250-watt fibre laser that provides exceptional beam quality and power stability. This guarantees optimum and consistent processing conditions in order to produce the highest quality jewellery pieces.

With a 19-year history in the field of lasers and quality machine production, OR LASER truly believes that the ORLAS CREATOR is a game changer for the jewellery industry, and is already working with jewellery professionals.

About O.R. Lasertechnologie GmbH

Producer of Industrial Laser Systems

Since founding O.R. Lasertechnologie GmbH in September 1997, Yhushua Resnik and Uri Resnik have steadfastly pursued the goal of developing new applications for lasers in materials processing and innovative laser technologies for a wide range of customers in the metal- and plastics-processing industries.

The company's comprehensive portfolio of products is the outcome of unceasing efforts to build on and apply many years of practical experience in the fields of laser welding and cladding.

Development and manufacture of laser equipment in Germany for companies that include Siemens, Bosch, Geberit, Freudenberg, and General Electric. Solutions for the automotive and aerospace, mechanical engineering, electrical, medical, plastics, and tool- and mold making industries

Managing directors: Yhushua Resnik and Uri Resnik

Company Information

Own branches: 6

International distributors and customer service providers: 30

Employees in Germany: 70

RD department: 20 staff

Market share: 25% worldwide across all relevant industries

Contact Data

O.R. Lasertechnologie GmbH

Dieselstrasse 15

64807 Dieburg, Germany

Phone: +49 (0) 6071-209 89 0

Fax: +49 (0) 6071-209 89 99 www.or-laser.com

info@or-laser.de

US Office

O.R. Lasertechnology Inc.

1420 Howard Street

Elk Grove Village, IL 60007

Press Contact

Eric Herrmann

Phone: +49 (0) 6071-209 89 – 38

Email: e.herrmann@or-laser.de