



Additive Industries
Industrialising 3D printing for functional parts

Press release

Additive Industries appoints SIMU as its first Agent to accelerate growth in Europe

Renowned Italian manufacturing equipment distributor unlocks one of Europe's largest industrial nations for metal additive manufacturing systems

Eindhoven, The Netherlands/Torino, Italy - On the second day of its Additive World Conference, Additive Industries has signed an Agency Agreement with SIMU, a renowned representative for high-end industrial equipment and solutions in Italy. SIMU, based in Torino, the industrial heart of Italy, was founded over 70 years ago and acts as agent and distributor for advanced manufacturing technology. SIMU will support Additive Industries in unlocking the sizeable Italian aerospace, automotive, medical and general machine building markets. "We are eager to add this new digital technology to our product portfolio. Our customers are actively looking for industrial 3D printing solutions to complement their professional subtractive machines like 5-axis milling and grinding. The industrial MetalFAB1 system and Additive World Platform are an excellent fit", commented Antonio Goia, Owner and General manager of SIMU. "This first Agent appointment marks a new phase in our commercial strategy and allows us to accelerate our growth. First in Europe but rapidly followed by North America and Asia", added Daan Kersten, Co-founder & CEO of Additive Industries.

<End of press release>

A picture of the new partners in front of the MetalFAB1 system can be found on the Press Room section of the www.additiveindustries.com website.

From Left to Right: Mark Vaes (CTO, Additive Industries), Paolo Businelli (Marketing & Consumables Manager, SIMU), Antonio Goia (Owner, SIMU), Daan Kersten (CEO, Additive Industries), Ilko Bosman (Manager Finance & IT, Additive Industries)



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About Additive Industries

Additive Industries is dedicated to bringing metal additive manufacturing for functional parts from lab to fab by offering a modular 3D printing system and seamlessly integrated information platform to high-end and demanding industrial markets. With substantially improved reproducibility, productivity, and flexibility, Additive Industries redefines the business case for additive manufacturing applications in aerospace, automotive, medical technology and high-tech equipment.

SIMU srl - Società Istrumenti Macchine Utensili

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About SIMU

Born in 1903 under the name of "SCHUETTE ITALIANA", subsidiary of the German head office SCHUETTE. In 1944, after the second World War, changed the trade name in **S.I.M.U.** (Acronymus of Società Istrumenti Macchine Utensili). The following 70 years tell a story of success where S.I.M.U. is in the foreground, presenting a complete sale program concerning Machine Tools and complementary products. Their continuous selection of the most prestigious European builders of Machine Tools, manufacturing products and complementary products, each highly specialized in its own application, allows them to propose a complete range of reliable products and innovative technology.