



Additive Industries
Industrialising 3D printing for functional parts

Press release

Additive Industries expands through worldwide agent network **Seasoned 3D printing executive Bart Leferink to lead channel partner sales**

Eindhoven (The Netherlands) – Additive Industries is expanding its team to accelerate global sales of its industrial metal additive manufacturing systems equipment. After recent opening of its California Process & Application Development Center in North America, Additive Industries has announced another important step in its global expansion strategy. Complementary to its direct sales in key markets, Additive Industries will build a network of agents to accelerate the implementation of the integrated metal additive manufacturing systems in demanding industries like aerospace, automotive, high tech and medical devices.

In order to attract and support leading agents in industrial capital investment goods, Additive Industries has hired Bart Leferink (52), a seasoned 3D printing executive, to gain global coverage through channel partners, initially in Europe and North America, followed by Asia in 2018. Prior to joining Additive Industries, Mr. Leferink was Channel Director at Prodways (Industrial and professional 3D printing; Euronext - PWG) and has over twenty-five years of experience in sales & marketing, specifically in setting up new business channels. “I’ve spent most of my career driving the go-to-market of high quality systems and solutions in professional markets,” noted Mr. Leferink. “I am very excited to join the fast growing team of Additive Industries and contribute to expansion of the global installed base of its MetalFAB1 industrial additive manufacturing systems”, he said.

<End of press release>

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3D Design &
Engineering



Prototyping &
Testing



Equipment &
Materials



Platform &
Virtual Factory



More information

A passport picture of Bart Leferink can be found on the Press page of the www.additiveindustries.com website.

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About Additive Industries

Additive Industries is accelerating industrial additive manufacturing of high quality functional metal parts by offering a modular end-to-end 3D printing system, MetalFAB1, and seamlessly integrated information platform, Additive World Platform, to high end and demanding industrial markets. With substantially improved reproducibility, productivity, and flexibility, Additive Industries redefines the business case for series production of additive manufacturing applications in aerospace, automotive, medical technology and high-tech equipment.