

Industrial 3D Printing - Debunking the Myths

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The use of 3D printing, or additive manufacturing, continues to evolve at unprecedented levels, making it a challenge to distinguish between the hype and the reality of the technology. Mainstream media often highlights the extreme stories targeted at capturing the public's attention, which only adds to the difficulty of knowing the true capabilities of the technology. The use of additive manufacturing in industrial sectors, such as aerospace, medical, and automotive, is growing, validating the media's focus goes beyond just hype. However, application of additive is not without its challenges, which include the cost of a 3D printed part vs. traditional manufacturing as well as validation of a part manufactured in a new method. This session will debunk the myths of 3D printing, separating the hype versus the reality. Use cases studies, in both metals and polymers, of how industries have overcome the challenges, and are using additive manufacturing to positively impact business goals by supporting product development and support will be shared.

- Enabling rapid exploration of new concepts, and design changes without investment in expensive tooling
- Enabling product development teams to get engineering data and customer feedback early in the development cycle in a manner that is cost effective
- Identifying cost effective ways to support customers and products in the field.

Upon completion, participants will be able to

- identify opportunities where additive manufacturing can be applied to the product development process.
- identify opportunities where additive manufacturing can be applied to the product support process.
- understand how to apply additive manufacturing in a manner that is cost effective.