Press release

During its first Innovation Day, Prima Industrie presented the new laser-based advanced technologies and introduced the new brand Prima Additive, focusing on innovative Additive Manufacturing turnkey solutions.

- *During the Innovation Day event, at Prima Industrie Headquarters and Tech Center in Collegno (TO), the Group presented the new laser-based, application-driven technologies for the Aerospace sector. These unique solutions will further enlarge, particularly for welding, the application range covered by Prima Power Laserdyne product.*
- *Today the Group introduced also its new Prima Additive brand, focusing on turnkey solutions for metal powder bed fusion and direct metal deposition technologies, as well as application support and global service.*
- *Prima Additive becomes the third Division of the Group, and adds to Prima Power (laser and sheet metal working machinery) and Prima Electro (laser sources and industrial electronics). The new Division is becoming operative with a group of young, highly specialized and skilled managers and engineers, which will soon have a new home, currently under construction, close to the Headquarters. The new facility will host Prima Additive Manufacturing, R&D and Application Center.*

Collegno – October 3rd , 2018 – Today Prima hosted its first "Innovation Day" with over 160 guests from 20 different countries composed of customers and prospects, universities and research centres, and a high number of international media representatives.

During the event new laser-based, application-driven technologies for the Aerospace sector were presented and demonstrated. These unique solutions will further enlarge, particularly for welding, the application range covered by Prima Power Laserdyne products.

Prima Industrie introduced also its new Prima Additive brand, dedicated to the design, production and marketing of turnkey solutions for metal powder bed fusion and direct metal deposition technologies, as well as application support and global service. The reveal took place today, during the “Innovation Day” event dedicated to laser-based breakthrough technologies for metal processing at the Headquarters and Tech Center in Collegno (TO).

Prima Additive becomes the third Division of the Prima Industrie Group, which already includes Prima Power (laser and sheet metal working machinery) and Prima Electro (laser sources and industrial electronics). The Group has revenues of 450 m€ and over 1800 employees worldwide. Its deep expertise and experience in laser technologies is unique in the sector and dates back 1978, when the first 5-axis laser robot was developed. Today Prima Industrie counts on a wide product portfolio including 2D and 3D laser systems, punching and combined machines, press brakes and panel benders, and automation systems, with over 13,000 installations all over the globe. Its laser product range is one of the widest on the market, and represents over 35% of total revenues, with more than 25% realized from 3D laser systems.

With the new Prima Additive brand Prima Industrie officially enters the innovative and fast growing market of Additive Manufacturing for metal parts, which in 2017 was estimated 7.3 billion dollars at global level, with an average annual growth of 22% over the last years.

The mission of the new Prima Additive Division is continuous innovation in laser for material processing and its main commitment is advancing the industry by reducing barriers to entry in Additive Manufacturing. What sets the company apart on the market is a unique background and technological expertise and a full range of services for the customers, from pre-engineering and design to process optimization and configuration, part testing and standards compliance. Prima Additive can also assist customers designing and building their prototype in its Application Center.

Prima Additive product range will cover both Additive Manufacturing technologies: powder bed fusion (PBF) and direct metal deposition (DMD). The technology principle of PBF process is the layer by layer fabrication: the laser source produces thermal energy melting the powder material which then solidifies as it cools down. Layer by layer the part is created. This technology is mainly used for constructive parts with complex geometries in e.g. aerospace, biomedical, prototyping, spare parts, casting, motorsport and automotive in general. The technology principle of the DMD process is high build rate: the laser source produces thermal energy to fuse powder metal sprayed at the focal point of the laser beam, which melts the powder to the component. This process is particularly suitable for adding features to existing parts for customization, coating and repairing in e.g. oil & gas, tooling, and casting.

The new Division is becoming operative in Prima Industrie Headquarters with a group of young, highly specialized and motivated managers and engineers, which will soon have a new home, currently under construction, close to the Headquarters. The investment for this facility is close to 6 M€ and the investments for R&D innovative activities were in a large part conceived within national and European research projects.

Commenting the event, Gianfranco Carbonato, Prima Industrie Group President stated "*I'm particularly proud to introduce the first Innovation Day and to present this new brand, because it reinforces the pioneering spirit and the legacy of innovation of our Group. Back in the Seventies, we followed our vision and we entered the market of laser machines for industrial applications that was just at its beginning, and it was a winning choice. Today we are witnessing the developing of these new applications of laser to metal working and their disruptive potential. It is a fascinating new manufacturing paradigm, and we are ready to help our customers seizing these business opportunities.*"