

Amazon launches 3D printing store

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The Amazon logo is seen on a podium during a press conference in New York, on September 28, 2011

Amazon announced Monday the launch of an online store for 3D printed items to allow consumers to customize and personalize items like earrings, pendants, dolls and other objects.

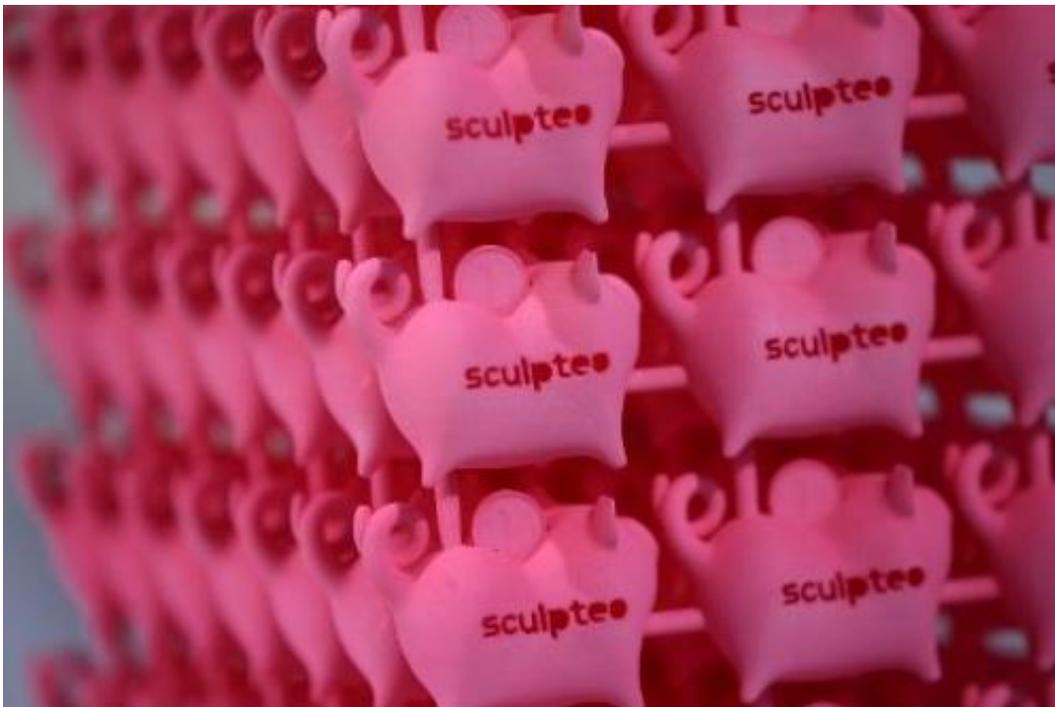
The store offers more than 200 items including nylon wallets, wax seals, cookie cutters and bobbleheads.

"The introduction of our 3D printed products store suggests the beginnings of a shift in online retail—that manufacturing can be more nimble to provide an immersive customer experience. Sellers, in alignment with designers and manufacturers, can offer more dynamic inventory for customers to personalize and truly make their own," said Amazon's Petra Schindler-Carter in a statement

The store "allows us to help sellers, designers and manufacturers reach millions of customers while providing a fun and creative customer experience to personalize a potentially infinite number of products at great prices across many product categories."

The new store also allows designer the opportunity to offer new items that can be customized. Consumers will be able to view the item from any angle with a 360 degree rotate view.

Amazon will work with companies that make 3D printed items including Mixee Labs and the French-based Sculpteo.



Pigs made on a 3D printer are displayed in the Sculpteo booth at the 2014 International CES at the Las Vegas Convention Center on January 8, 2014. Amazon will work with companies that make 3D printed items including the French-based Sculpteo.

"The online customer shopping experience will be redefined through 3D printing. When you take into consideration the investment needed for manufacturing products, 3D printing offers a cost effective alternative that benefits customers by limitless product options," said Sculpteo co-founder and chief executive Clement Moreau.

"With 3D printing, a customer's wants are no longer limited to what is in stock but instead by what they can imagine."

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