

## Printing to Go 3D?

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Will 2013 bring a new printing technology?

Happy New Year! As we welcome a new year, what new trends do you think will develop?

One of the things we might see more of in 2013 is 3D printing. 3D technology has come to televisions, it's come to the movies, and now it may be coming to your printer. The technology has the potential to affect many different industries—including the sign industry.

In our January 2013 issue, we took a look at what trends and technologies are emerging in the digital print market in the article, "Now Trending in Digital Printing." Although not covered in the article, some of the companies interviewed for the story mentioned 3D printing as a trend that was on the horizon.

"Even though 3D printing has been around for a long time, the costs associated with it have been extremely high. Today the range of materials that are available to print with are much greater and the costs are coming down, making it a more attractive technology for large printer manufacturers," says Dave Conrad, marketing manager at [Mutoh America, Inc](#) . "This technology will grow with new applications for new markets to support a wider range of customers who desire them."

In line with that train of thought, Wired.com recently published an article called ["Replication Revolution: Best 3D-Printed Objects in Entertainment, Science and War."](#)

The article shows some of the top 3D printing designs and projects in a number of industries and leaves the reader to ponder just how 3D printing will change the face of dimensional creation.

So what do you think? Is 3D printing set to make a mark on the sign industry? Or is it just a two-dimensional fad?

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