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OFFICEWORKS LEADS 3D PRINTING REVOLUTION WITH LAUNCH OF 3D EXPERIENCE CENTRE

In a first for a major Australian retailer, Officeworks is bringing 3D printing to consumers with the launch of its new 3D Experience Centre, located at its Russell Street store in Melbourne.

Officially opened to the public today, the state-of-the-art facility aims to unlock a world of potential, allowing people to touch, play and learn about 3D technology and how they can use it in their everyday lives.

Following Officeworks' successful launch of Australia's first mass market 3D printer last year, the retailer's 3D Experience Centre signifies further expansion into the realm, giving customers access to a range of 3D products and services suited to both personal and commercial use.

Officeworks Head of Technology (Merchandise) Toby Watson said the introduction of the 3D Experience Centre is continuing proof of the retailer's commitment to offering Australians the latest in technology.

"Officeworks is pleased to provide consumers with unprecedented access to this innovative technology that we believe presents a huge opportunity for professionals, businesses, students and tech-lovers alike.

"There's so much excitement and anticipation around the emergence of 3D printing technology, our aim is to educate Australians on how it's relevant for them and how it can benefit their everyday lives," he said.

"Going beyond the novelty factor, 3D printing opens up a world of creativity and stretches the limits of design. In terms of what next from here, we'll be led by our customers and expand and evolve the offer based on their needs," Toby concluded.

What's at the 3D Experience Centre:

- **3D services** – have your favourite item scanned and printed in 3D or bring in your own 3D design file to be printed in your choice of material, colour and size;
- **3D printers** – a wide range of 3D hardware and consumables are available to purchase for personal or business use;
- **3D products** – browse pre-printed 3D models designed by people all over the world;
- **Mini Me** – become immortalised in this one-of-a-kind 3D photo booth, which scans you and then prints a lifelike miniature version of yourself.

To check out Officeworks' 3D Experience Centre for yourself visit 271-275 Russell Street, Melbourne or visit www.officeworks.com.au/3D.

-Ends-

For further information, imagery or interview opportunities, please contact Haystac:
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Notes to the Editor:

#MiniMelbourne

To show the amazing potential of the Officeworks 3D Experience Centre, we're using it to capture the personality of an entire city, the very city where it's located, Melbourne. We've scanned and 3D-printed 50 people that make Melbourne, Melbourne.

They're personalities across arts, sport, fashion, hospitality and the media and they've come together to create Mini Melbourne - a 3D movement to celebrate the launch of Officeworks' Russell Street new 3D Experience Centre. The 50 Melbourne personalities were the first to become immortalised in 3D.

Remaining true to the cities fashion, food and cultural credentials, designers Dom Bagnato, Helen O'Connor and Richard Nylon were scanned alongside the likes of celebrity chef Frank Camorra and street sign artist TJ Guzzardi. Other known faces who took part in the campaign include: Lord Mayor Robert Doyle, Father Bob Maguire, Collingwood fanatic Joffa, radio personality Chrissie Swan, and comedian Nazeem Hussain.

Example 3D printing application:

For businesses:

- Product prototypes
- CAD modelling
- In-store product displays
- Replacement parts for machinery
- Demonstration models

For personal use:

- Fashion accessories
- Bespoke artwork (sculptures)
- Bookends
- Homewares
- Student projects

About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office products and solutions for home, business and education needs. Officeworks is ranked as the No.1 online retailer by Power Retail. With three easy ways to shop - in store, online or by phone, you'll be sure to find exactly what you need with our widest range, when you need, and all at the lowest prices. Plus, you'll enjoy friendly expert advice and helpful services. Officeworks offers customers more than 20,000 products on its [website](#), which is Officeworks' largest trading store, and operates a national call-centre and a team of expert business specialists to cater for micro, small and medium businesses. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating more than 155 retail stores and employing more than 6,000 team members. Together with Bunnings, Officeworks forms the Home Improvement and Office Supplies division within Wesfarmers. Join Officeworks' online communities on [Facebook](#), [Pinterest](#), [Twitter](#), [Instagram](#) and [YouTube](#) as well as at its blog, [The Office Space](#) for inspiration to achieve your big ideas.