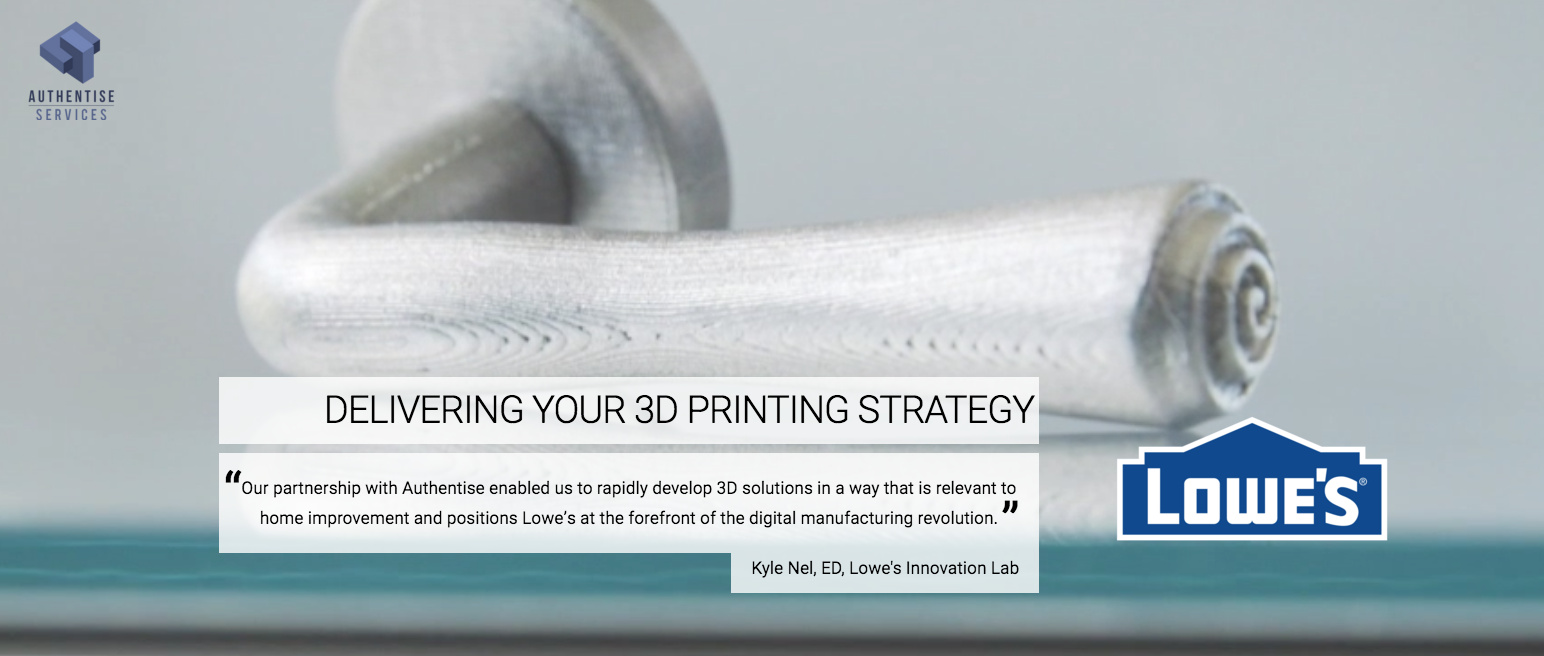
*3D PRINTING AND SCANNING SERVICE IN HARDWARE STORE, LOWE’S, USA*



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| *Picture source http://authentise.com/*  ***GENERAL INFORMATION*** | |  |
| **Project name** | 3D Printing and Scanning Service in Hardware Store | |
| **DE type** | Production (DP), Design (DD) | |
| **Producer/provider** | Lowe’s | |
| **Designer** | Lowe's Innovation Labs | |
| **Start (year)** | 2015 | |
| **State** | ongoing | |
| **Project location** | USA | |
| **Source of information** | http://www.forbes.com/sites/tjmccue/2015/06/10/3d-printing-is-not-a-fad-lowes-companies-creates-new-customer-experience/2/#672b0bff50d6  http://www.forbes.com/sites/tjmccue/2015/06/10/3d-printing-is-not-a-fad-lowes-companies-creates-new-customer-experience/2/#672b0bff50d6  http://blogs.wsj.com/cio/2015/04/29/lowes-lets-customers-3-d-print-their-own-parts/ | |
| **Link to videos** | https://www.youtube.com/watch?time\_continue=14&v=w0qC0a3qTwA | |
| **Main contact** | Kyle Nel, exec director of Lowe's Innovation Labs | |
| **E-mail** | [-](mailto:info@offgrid-electric.com) | |
| **Website** | http://www.lowesinnovationlabs.com/#about | |

***SYSTEM CHARACTERISTICS***

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| --- | --- |
| **SYSTEM CONFIGURATION:** |  |
| **Provider/s (role)** | Lowe’s provides 3D printing and scanning service in their store. They have the printing and scanning hardware and consultants to help customers.  Authentise – provides the software which allows connection to 3D file clouds, customization of the 3D files and streaming of 3D files directly to the printer. |
| **Customer/s (type)** | household consumer |
| **S.PSS CHARACTERISTICS:** |  |
| **Unit of Satisfaction** | Local Access to use of 3D printers and scanners |
| **Type of S.PSS** | hybrid (Use-oriented S.PSS, Result-oriented S.PSS) |
| **Offered product/s (related producer/s)** | 3D printer and scanners (Stratasys – printer, LMI Technologies - scanner)  3D printed hardware (produced by Lowe’s) |
| **Offered service/s** | Provide access to 3D file cloud for printing them in store with option to customize, change the design  3D printing and scanning of personal items.  Maintenance, repair, upgrade of the 3D Printers. |
| **Ownership of the offered product/s** | Lowe’s owns the 3D printers and scanners.  The consumers buy the printed products.  Providers of the 3D designs (designers/companies) keep the ownership of the 3D designs. |
| **DE access payment** | Customer pays for the use based on time + cost of the material for scanning and printing their own items or pays for the final product when printed an item from the digital catalog according to their customization. |
| **DE system configuration** | Distributed Design  Decentralized Production |

***DESCRIPTION***

Authentise with their innovative software and service allows 3D files to directly be stream to 3D printers without downloading the file. This prevents the illegal use and distribution of the files. Because it can provide a secure distribution of the files, it encourages more designers to distribute and sell their designs through internet. Since the software Authentise developed directly sends the file to the printer without the in-between processes that user has to do, it also makes the 3D printing accessible for more users without any knowledge about 3D printing.

Low’s partnered with Authentise and provided 3D printing and scanning service in their store to the customers. Customers can purchase a 3D file, customize and change the design in the software provided in Lowe’s store and get them printed with the material they chose such as plastic steel and gold. In this case they pay for the final product according to their customization. They can also use the printers and scanner in the store for scanning their own objects and printing their own files paying for use and material.

***SUSTAINABLE BENEFITS***

**Environmental Benefits**

*Transportation/distribution reduction: Since the service is provided in a local hardware store, it provides local production reducing the transportation of the products.*

**Socio-ethical Benefits**

*Improve employment/working conditions: The service helps designers to access to a broader customer potential to sell their designs in a secure way. The service empowers local entrepreneurs, designers, artists and others customers by providing them the use of high quality 3D printers and scanner as they don’t need to buy this expensive hardware.*

**Economic Benefits**

*Market position and competitiveness: With this service, Lowe’s put them in a more compatible position by providing customers customized and personalize products.*

*Profitability/added value for companies: Authentise benefits from the partnership by making their service accessible for customers who doesn’t have a printer. Lowe’s benefits by widening their market in their store. Instead of being disrupted by the 3D printing technology, they benefit from it by integrating it in their offer.*

*Added value for customers: Customers can customize the products they buy and personalize them changing their designs.*

*Partnership/cooperation: In the system, there is a wide network of cooperation including individual designers, 3D file cloud services, Authentise and Lowe’s. Lowe’s also has a network of printers as their partners. According to the material the user chose, they print some of them in their store and they send out some others to the third party vendors.*