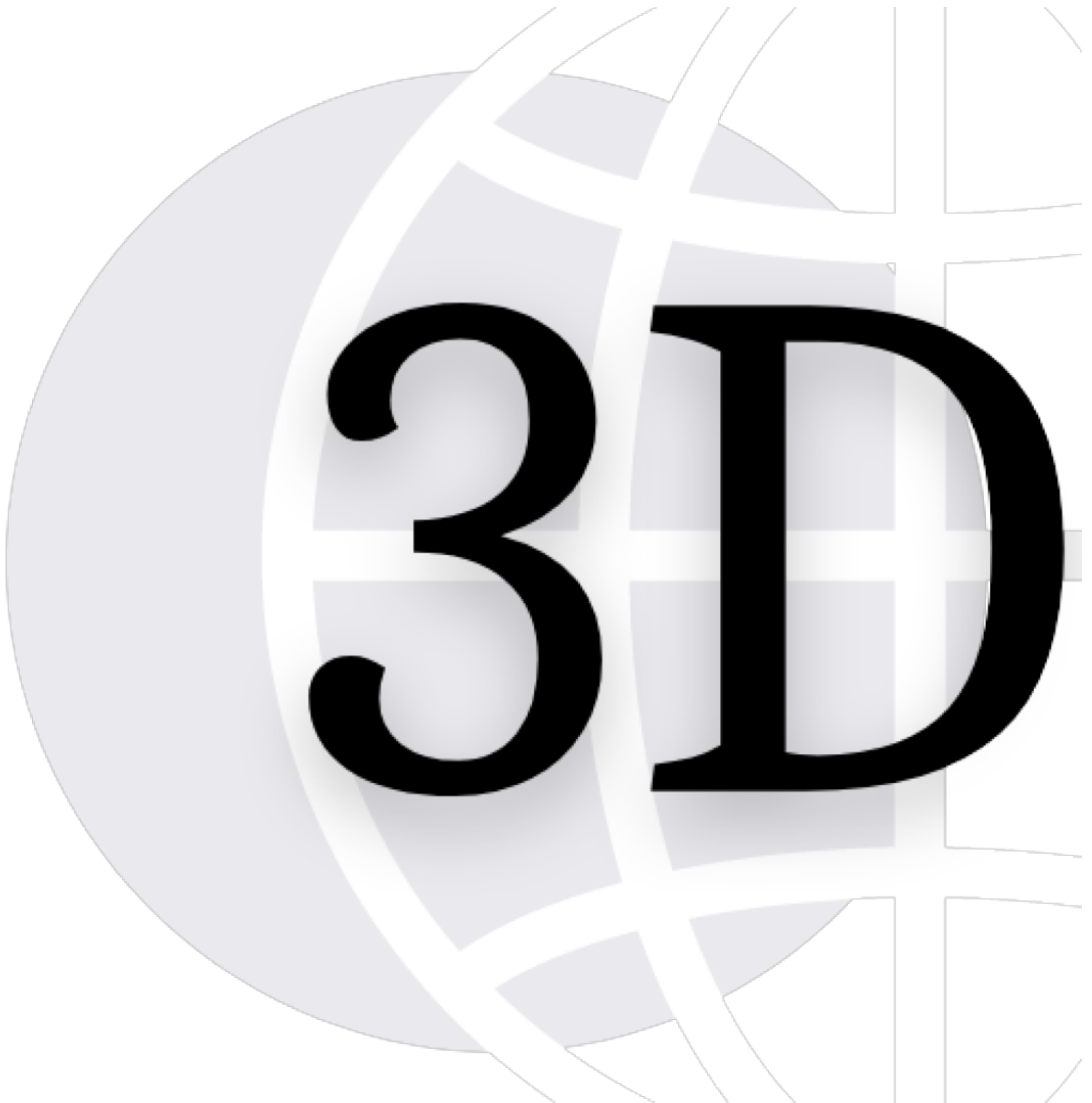


The Launch of 3D Partners Network — Matchmaking Between Suppliers and Resellers in Additive Manufacturing

Swipe right on your next AM partner



London, England Aug 29, 2022 ([Issuewire.com](https://www.issuewire.com)) - Applications are now being accepted to join 3D Partners Network, a matchmaking organisation between suppliers and resellers across the additive manufacturing industry.

Additive manufacturing is an exciting and quickly evolving sector, where new startups regularly disrupt

trends and challenge industry veterans. Forming and maintaining new partnerships is especially important for businesses wishing to stay ahead in this competitive market.

To this end, we are announcing the launch of 3D Partners Network, an organisation to help make connecting, communicating, and doing business easier for companies working in AM. Our organisation aims to help innovative startups get distribution easier, help local resellers find new products they can distribute, and ultimately widen the choice of products available to end-users in any given region.

Addressing cold calling and spam in the industry

Currently, resale channels are developed mostly by suppliers researching any potential vendors, then cold calling and cold emailing them, trying to establish a relationship. This is not just very time-consuming but also has a low success ratio, with resellers already being defensive and frustrated about the frequent unwanted and irrelevant spam.

On the other hand, distributors and resellers also lack an efficient way to look for new suppliers and products. Trade shows and search results are dominated by larger companies, making it very hard for startups and smaller suppliers to get visibility. This also means that many e-commerce stores end up carrying the same brands, involuntarily creating price competition for themselves, and reducing the pool of products available to end customers.

Matchmaking between interested parties

3D Partners Network will allow interested companies to find each other based on certain set preferences. Criteria such as product type, company size, region, etc. will be evaluated by computer-based algorithms similar to those used by popular dating websites and apps.

“The algorithm is able to handle queries as simple as ‘*3D scanner*’, but also more complex wordings, like ‘*large-format IDEX FDM printer, built in the United States*’. For any questions more complex than that, we are happy to speak to members individually, and advise based on industry knowledge.” said Alicia Vazquez, head of communications for 3D Partners Network.

“One of our main concerns is to respect the time and inbox of all members. By allowing companies to fill out a very detailed questionnaire, we can be fairly certain that only companies that really match each others’ profiles can send connection requests. Even then, both parties need to confirm interest before contact details are exchanged.”

3D Partners Network will rely on premium services to generate revenue, such as channel development for suppliers, third-party logistics, branding, marketing services, etc.

Interested parties are encouraged to join by going to 3dpartnersnetwork.com, or find out more by emailing info@3dpartnersnetwork.com.



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