

Industry Application

3D Printing Advertising Props

Case Study

With the development of society and economy and the informatization, the status of advertising in the whole society will be further consolidated and improved, and the advertising industry will also have new developments and changes. Influenced by the concept of consumption, customers not only attach importance to Products, but also pay more attention to product display.



In the aspect of display props, the advertising industry has entered a stage of diversified development, and the display props have a considerable role in the decoration arrangement. Exquisite advertising display props not only play an aesthetic role in the decoration, but also develop into a fashion trend. Although the product is the protagonist, with the display props, the charm can be more dazzling, and the overall effect of the advertisement can be promoted.

What we hear more is the application of 3D printing on movie props, such as the ancient swords of the sharp, the majestic armor, the 1100 spacesuit and the 14 helmets in the wandering earth. However, the application of 3D printing in advertising display props has been less heard. At present, the 3D printing technology is becoming more and more mature, and the industrial applications involved are becoming more and more extensive. In addition to the use of 3D printing to produce various exquisite film props, the advertising industry also began to use 3D printing technology to create advertising display props.

Industry focus

- It is understood that as early as 2017, Amore Pacific displayed the latest 3D printing mask developed by its brand IOPE to provide consumers with customized essence skin care products. In addition, Mask iD, the first miniature 3D printing mask released by Johnson & Johnson's US skin care brand Neutrogena, has turned the mask customization to the forefront of the trend.

- At the Shanghai International Advertising Technology Equipment Exhibition on March 5, 2019, the 3D printed luminous word solution attracted many viewers' attention, and more people inside and outside the industry began to pay attention to the application and development trend of 3D printing in the advertising industry.

- On April 11th, 2019, with the arrangement of IoTONE (the service provider who helps to find technical solutions and partners), L'Oréal Group visited our company to discuss the digital transformation of 3D printing and the solution of Industry 4.0, especially the topic of 3D printing in the cosmetics industry has been deeply explored.

- JUN CHEN 3D is a service company with more than 50 UnionTech 3D printing equipment. It has access to a lot of advertising props and cosmetics industry every day. JUN CHEN has done numerous classic cases for first-line brands in the industry, such as the classic flash-flower decoration project for the international skin care brand Estee Lauder.

Most of the well-known brands are not only considered, but have begun to use UnionTech 3D printing technology for production. Personalized and customized production is the advantage of 3D printing and a trend in the industry.

Industry application

Cosmetic carrier tool

Cosmetics are updated very quickly, and the display items that load them also need to be updated. 3D printing has the flexibility to be tailored to the constraints of creating shapes and to create new products with greater freedom. 3D printing can complete the cosmetic carrying tool more quickly and efficiently, without assembling and splicing, which effectively reduces the production time and saves labor costs.

Lipstick tube

It was reported that a foreign college is exploring the use of 3D printing technology to create a completely personalized new type of lipstick last year. It requires 3D scanning technology to collect the participant's lip data for 3D printing, which can perfectly fit the lips, and the effect will be very Evenly. The 3D printing lipstick tube model is not practical, it is only used as a display prop, but the product shape and appearance requirements are very high. The 3D printed lipstick tube has very clear angular lines, and a UnionTech 3D printer can efficiently and integrally form dozens of products without manual repair.

Packaging product

Regarding the 3D printed bottle, a sample with no solid function can be printed out as a whole. If it is necessary to increase the practicality, it can be divided into two parts, the bottle body and the bottle cap, and then the finished products are assembled quickly. A product can be obtained in a few hours, eliminating the cycle and cost of mold opening, which is faster than traditional production, does not produce waste, and is more environmentally friendly.

Peripheral decoration

The peripheral decoration can reflect the personality of the brand and exude a unique charm, retaining the customer's attention, and at the same time it tends to have higher requirements for design and production, while 3D printing can meet its high requirements of individuality and niche.

In summary, the use of 3D printing to produce display props shows the following five unique advantages about obtaining higher user benefits:

- Moldless manufacturing is the biggest advantage of single-piece products and small-volume production, eliminating the need for cumbersome processing and getting a high-quality product in a short term.
- 3D printing directly imports the designed 3D drawings into the device for printing. It takes only a few hours to get a percent reduction.
- The cost of mold opening and the production cycle are eliminated, and 3D printing is greatly reduced in the cost of condensation.
- Personalization is the most advantageous embodiment of 3D printing technology. It is not affected by product modeling. Any surface and hollow structure can be highly restored and have a beautiful design.
- 3D printing is also called additive manufacturing. It adopts the principle of optical motion. The production environment is strict, no waste, noise and harmful chemicals are produced. The manufacturing process is advanced and the production environment is environmentally friendly.
- The internationalization of the advertising industry is accelerating, which is due to the deepening of economic globalization. Most beauty brands are experimenting with new technologies to improve the retail experience. 3D printing simplifies the production process, and the advantages of personalization and customization also make the display items on the market no longer a uniformed design. The more new designs represent different brands' images that spur the consumer's vision and retain the customer's attention, which not only enhances the brand image, but also creates higher sales.



About UnionTech: Established in 2000, UnionTech shows nearly 20 years of proven leadership of globally-sourced SLA 3D Printing Systems and is now the market leader of SL equipment in Asia. We have broadened our market reach to support a quickly growing customer base in North America, Europe, and Russia.

Our long-time approved CE-certified SL technology with reliable technical support and maintenance options is widely established in multiple industries like mold making & tooling, automotive, footwear, arts, dental & medical, education & research, etc. We also strengthen our leadership as an Additive Manufacturing (AM) equipment and solutions supplier by actively focusing on the evolution of new photopolymer AM technologies. Nearly 30% of our growing professional team is dedicated to research and product development. All of these benefits are supported by our global affiliation with other marketplace leaders. By living our core values day-by-day, we dedicate ourselves to developing innovative technologies and efficient models which evoke the potential of 3D-Printing, to serve the needs of our customers and pave our way to global success, under adherence of a continuous pursuit towards perfection.

UnionTech

Shanghai Union Technology Corporation

Room 102, Unit 40, 258 Xinzhuan Rd, Shanghai, 201612, China
enquiry@uniontech3d.cn Tel: +86-021-64978786

www.uniontech3d.cn

UnionTech GmbH

Regus Berliner Carree, Berliner Allee 47, 64295 Darmstadt, Germany
info@uniontech3d.de Tel: +49 (0) 6151-2776067

www.uniontech3d.de