



SIU System implements first-ever ProJet 3500 CPXMax for Armenian jewelry client

For centuries Armenian jewelers have been known for their craftsmanship and expertise. You might even say that if there is a single trade that defines Armenia, it is jewelry. Going back to the Ottoman Empire, the jewelers of Sultans were exclusively Armenian, and they held it tight, passing the secrets down to family members. As a result, the magic of beautiful jewelry has long remained an Armenian calling card.

Along with this tradition of artistry, these jewelers have also maintained tried-and-true methods. But new technology, like 3D printing, is starting to make inroads as a way to complement the preferred techniques pioneered and perfected by generations of Armenian jewelers.

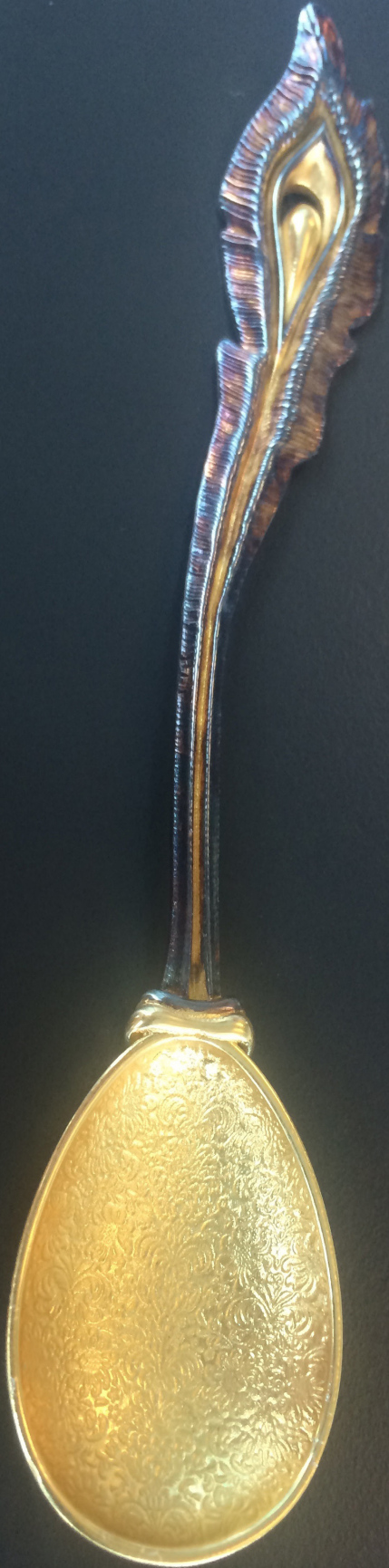
SIU System, a trusted 3D Systems reseller, recently sold the first ProJet® 3500 CPXMax 3D printer in Armenia to VS Chakhoyan Jewelry, and it's already helping the jeweler with its workflow.

"Our client had a rising amount of new customers. To meet their demands, keep them satisfied with the quality of products, and still maintain the heart of their traditional workflow, our client purchased the CPXMax," said Ashkhen Ovsepyan, CEO of SIU System. "Now he can not only maintain but easily increase his customer base."



The high capacity ProJet 3500 CPXMax prints amazing, precise casting patterns in RealWax™ material, so jewelers, along with aerospace, mechanical and automotive engineers, can up their production volume with material performance that rivals traditional wax castings. What's more, they can vastly increase production speed while achieving an unmatched level of feature detail and surface quality.





Prior to using the CPXMax, VS Chakhoyan Jewelry was using a competing technology and had to use several extra steps just to get to the wax pattern. But now, only a few months after the CPXMax arrived, they are already directly, quickly and easily producing many high-quality wax patterns at once. "They're really pleased by the high quality and efficiency," says Ashkhen. "In fact our client cannot imagine the jewelry production process without the CPXMax. He's even looking for new ways to use 3D printing for his business and even thinking about adding more machines."

As for SIU System, this project was a great opportunity to implement helpful new technology while preserving the heart of the client's business and methodology. In the case of Armenian jewelry, that means helping to update a time-honored craft so its practitioners can remain competitive in a high-volume world.

