

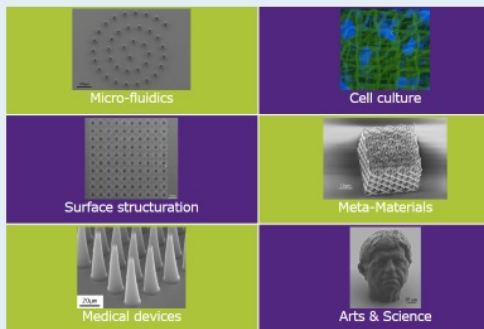
MULTI-LINGUAL PRODUCT LAUNCH



Microlight3D launches Altraspin 3D printer for high-res micro-parts

Jan 23, 2019 | By Thomas

Grenoble, France based Microlight3D, manufacturer of ultra hi-resolution 3D microprinting machines for industrial and scientific applications, has launched Altraspin, a compact 3D printer intended for producing highly complex micro-parts with sub-micron resolution.



Microlight3D veröffentlicht Altraspin 3D-Drucker der im Sub-Mikrometer-Bereich arbeitet

von Dominik - Jan 25, 2019



Der französische 3D-Drucker-Hersteller Microlight3D hat einen neuen 3D-Drucker veröffentlicht. Der Altraspin kann dabei mit einer Auflösung von 0,2µm drucken – das ist etwa 100 mal kleiner als ein menschliches Haar!



Aim: Raise visibility of new market entrant **Microlight3D** and its product offering in 3D-microprinting.

- **Stakeholder research** – conducted internal audit, action planning, strategic messaging
- **Communications strategy/position messages** – produced new boilerplate and company profile
- **Targeted media outreach** – introductory pitch sent to selected international targets, generated media enquiries resulting in two in-depth industry articles
- **Product launch campaign** – constructed a product launch strategy for EMEA markets

Results

- Raised company awareness amongst key media in target geographical markets
- Gained international media exposure with 50+ articles
- Established company name and international market positioning
- Significantly accelerated Microlight3D's business lead pipeline – generated within two weeks more RFPs than the company had acquired during the previous 18 months
- Microlight3D is now referenced alongside the market leader