

Polaroid Unveils First 3D Pen for the European Market at CES 2017

LAS VEGAS, January 5, 2017--*Polaroid*, the iconic imaging and technology brand, is unveiling its first ever 3D pen for the European market at CES 2017 in partnership with European 3D partner EBP (Environmental Business Products). The *Polaroid Play* 3D pen brings 3D printing technology to a handheld device for colourful, freestyle 3D creativity.

Positioned as an easy-to-use creative tool for leisure use, the pen will come with four reels of filament. Additionally, a box of 20 different filament colours will be available to purchase separately, enabling the user to create bold, colorful designs. The *Polaroid Play* 3D pen, which will be available in the same color scheme as the *Polaroid ModelSmart 250S* 3D Printer, will ship in early 2017. It will be available throughout Europe from February 2017 with an RRP of £29.99 (€39.99) and an age recommendation of 14 years+.

Key features of the *Polaroid Play* 3D pen:

- Create your fun by building your own freehand 3D models
- Use the unique *Polaroid Play* Trace App to stencil your own photographs and then bring them to life in 3D
- Alternatively, trace existing or imported templates from the app and then assemble the parts together to create a 3D model
- Uses environmentally friendly plastic filament material
- Select manual or automatic extrusion
- Features a choice of four print speed settings
- Includes auto-retraction whilst not in use to prevent filament blockages
- Features auto-turn off for added safety

EBP is Europe's largest and longest established collector and remanufacturer of inkjet cartridges with over 20-years' experience and credibility in the print industry. The ongoing collaboration with *Polaroid* positions EBP as the sole partner for the *Polaroid* 3D print solutions, within the European market*.

The *Polaroid Play* 3D pen will be available in select Currys PC World stores and other online and retail outlets from February 2017.

"We kicked off our relationship with EBP last year at CES 2016 with the much-buzzed-about debut of the *Polaroid ModelSmart 250S* 3D printer, a user-friendly 3D printer that enables consumers across Europe to create objects and art in their own home," said Scott W. Hardy,

President and CEO of *Polaroid*. “We’re excited this year to expand our 3D offering in Europe to include 3D pens. Inspiring creativity has always been at the heart of *Polaroid* brand for 80 years, and the *Polaroid Play* 3D pen provides consumers with a new fun and easy outlet to express themselves.”

Amy Horn, Category Director of Environmental Business Products, added: “We are passionate about 3D print technology and the addition of the *Polaroid Play* 3D pen to our product range is an exciting step. Our ongoing partnership with the respected *Polaroid* brand continues to help us introduce 3D printing into everyday life and we believe this exciting new product will further enhance this process. EBP aims to generate creative and innovative experiences for our customers, which makes the association with *Polaroid* so exciting.”

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*UK, Ireland, France, Germany, Spain, Italy, Portugal, Belgium, Netherlands, Luxembourg, Denmark, Finland, Norway, Sweden and Croatia

EBP Group

Environmental Business Products is Europe’s largest and longest established collector and remanufacturer of inkjet cartridges. Since 1992 the company has been recognised as one of the foremost technical innovators in the industry and in 2014 diversified into the 3D printer market. The EBP group employs over 200 staff across 31 nationalities and operates on a Pan-European basis. For more information, visit: ebpgroup.com

The *Polaroid* Brand

Polaroid is one of the most trusted, well-respected and recognizable brands with a rich 80-year history beginning with *Polaroid* instant cameras and film. Our range of products include instant print cameras, action sports cameras, smartphones, flat-screen TVs and emerging technologies that deliver the fun, instant gratification and value for which the brand has long stood. Today, the *Polaroid Classic Border Logo*, rooted in our beginnings of instant photo sharing, serves to designate genuine *Polaroid* branded products. For more information, visit Polaroid.com.

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