



# News Release

## Solid Concepts Acquires Conceptual Reality LLC

TROY, MI – Solid Concepts Inc., a supplier of rapid prototyping and direct digital manufacturing services, recently acquired Conceptual Reality, located in Metro Detroit, MI. Conceptual Reality was owned and operated by Drew Brown, who will join the Solid Concepts team as the Facilities Director for the company’s Tucson, AZ operations. Solid Concepts has absorbed the primary assets of Conceptual Reality and will discontinue the company name.

This acquisition means that Solid Concepts will have an increased capacity for rapid prototyping and direct digital manufacturing services for its customers as well as those customers gained through the acquisition. The additional capacity, expertise, and customer base reassures Solid Concepts’ place as one of the largest, most respected, and most reliable suppliers in the industry. And, with the company’s ZoomRP.com division, they also provide the fastest and most economical rapid prototyping turnarounds in the industry.

Conceptual Reality’s customers will now have access to prototypes, patterns, and parts manufactured from additional technologies, including PolyJet, CNC, QuantumCast advanced cast urethanes, and FRP (Fiberglass Reinforced Panels). Through Solid Concepts, customers gain the availability to take advantage of overseas Tooling and Injection Molding services with U.S. project management – so customers can take projects from prototype to production using a full suite of services.

### **About Drew Brown:**

Drew has an extensive background in RP&M. He founded and managed Conceptual Reality for 14 years. Drew is well known in the rapid prototyping industry and has an excellent reputation. Along with this extensive experience, he has a B.S. in Mechanical Engineering with an entrepreneur’s resourcefulness.

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*Founded in 1991, Solid Concepts supplies rapid prototyping, direct digital manufacturing, tooling and injection molding services. Solid Concepts has grown steadily to a five-facility, multiple technology company known to be a solutions provider with project management and engineering expertise. Capabilities in PolyJet™ high precision 3D printing, Stereolithography (SLA) models and patterns, HDSL (High Definition Stereolithography), Selective Laser Sintering (SLS), Direct Digital Manufacturing, CNC models and patterns, and QuantumCast™ advanced urethane castings, allows for low-volume production of plastic, urethane, and metal components directly from design data, resulting in significant time and cost savings. Capabilities in tooling and injection molding make Solid Concepts a one-stop source to bring concepts from prototype to finished product ready for market. ISO 9001:2008 and AS9100 Rev. B certified.*