



Reina Imaging

MAKING LIFE EASIER

MARKFORGED X7 MACHINE PROVES A SOLID INVESTMENT FOR REINA IMAGING

“ We printed 2 parts from a prototype project we're working on and reduced our costs from about \$800 to \$40 and our lead time from 6-8 weeks to one day. We've captured 1% of the cost of the machine in the first 48 hours; pretty solid. ”

~ Steven A. Gdula MBA, MCSE | CEO

BACKGROUND

Reina Imaging, a privately held company with a dominant 90% market share in the medical grid industry, had relied heavily on outside vendors for machining and other work that couldn't be done in-house. However, with rising costs, extended lead times, and continued supply chain issues, Reina decided to invest in advanced manufacturing equipment. They purchased a Markforged Industrial Series X7 additive manufacturing machine and a DN Solutions subtractive vertical mill.

THE OPPORTUNITY

Despite having no previous experience with 3D printing, Reina recognized the potential value of the X7 printer immediately after installation. Within the first 48 hours of owning the machine, they saw a 1% return on investment. They were impressed by the automated systems in place and the impeccable reliability of the X7, which allowed them to easily expand their offerings, capabilities, and capacities to their customers.

THE SUCCESS

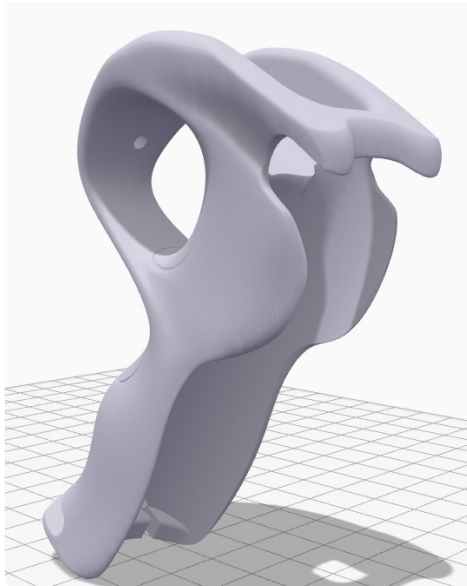
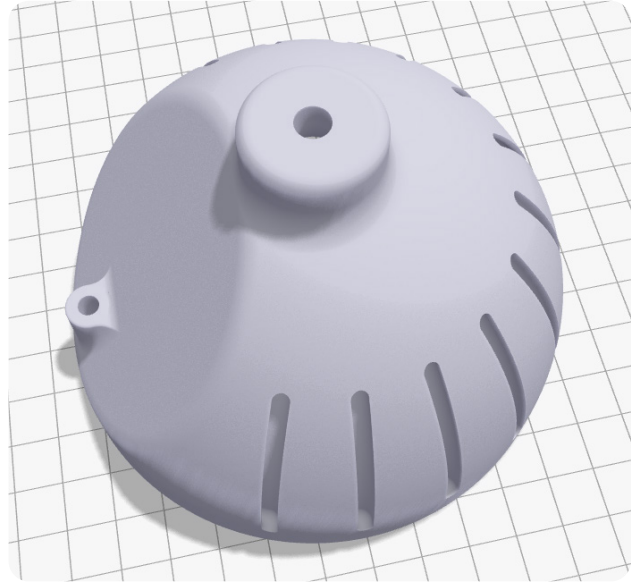
According to Steve Gdula, who recently spoke at GSC's 3DP Printing Summit, the X7 opened up a new production modality for Reina. Although they initially felt some discomfort about spending a significant sum on a new machine with unproven capabilities, the X7 quickly proved its worth. Within a few days of turning it on, Reina secured their first commercial opportunity for a large OEM client. The opportunities have continued to expand since that first print job.

The X7 was a hit with Reina's employees, who were full of ideas about what they could create with it. This led to a high-class problem of choosing which jobs to print, as they quickly hit 100% table time. However, the X7's capabilities and reliability allowed Reina to secure their competitive advantage in the market and offer new and exciting services to their clients.

3D PRINTING SUCCESSES

This is an Onyx end cap for a commercial grinder to extend the grinder head on a cable.

Material Cost: \$26.11
Customer Price: \$130
Lead Time: 1 day
Gross Margin: 80%.



This is a universal pepper spray holder that won a patent. Reina Imaging printed this device with Onyx material.

Material Cost: \$7.31
Customer Price: \$36.55
Gross Margin: 80%.

Reina Imaging was asked by a leading OEM equipment manufacturer to create a rapid prototype of a soft, rubberized x-ray pendant holder for their new portable x-ray unit. To fulfill the urgent request, we 3D printed three versions of the holder using Smooth TPU 95A material for their evaluation.

Material Cost: \$13.66 per unit
Customer Price: \$68.30
Gross Margin: 80%.

