



# MASSIVIT

Achieve the Extraordinary

How Giant 3D Printers  
are Revolutionizing  
the Wide-Format Arena



# The Human Touch – A Recipe for Success

Advertising has significantly evolved since the early printed Dutch billboards of the 17th century. Today, creative producers employ an arsenal of virtual tools and toys, aiming for personalized, data-driven campaigns based on the latest breakthroughs in artificial intelligence. Remarkably, the one thing that has not changed throughout the ages is the fundamental emotional and physical aspect at the heart of these human experiences.



3D-Printed, Giant Point-of-Purchase

Produced by Medan Loa on a Massivit 3D Printer



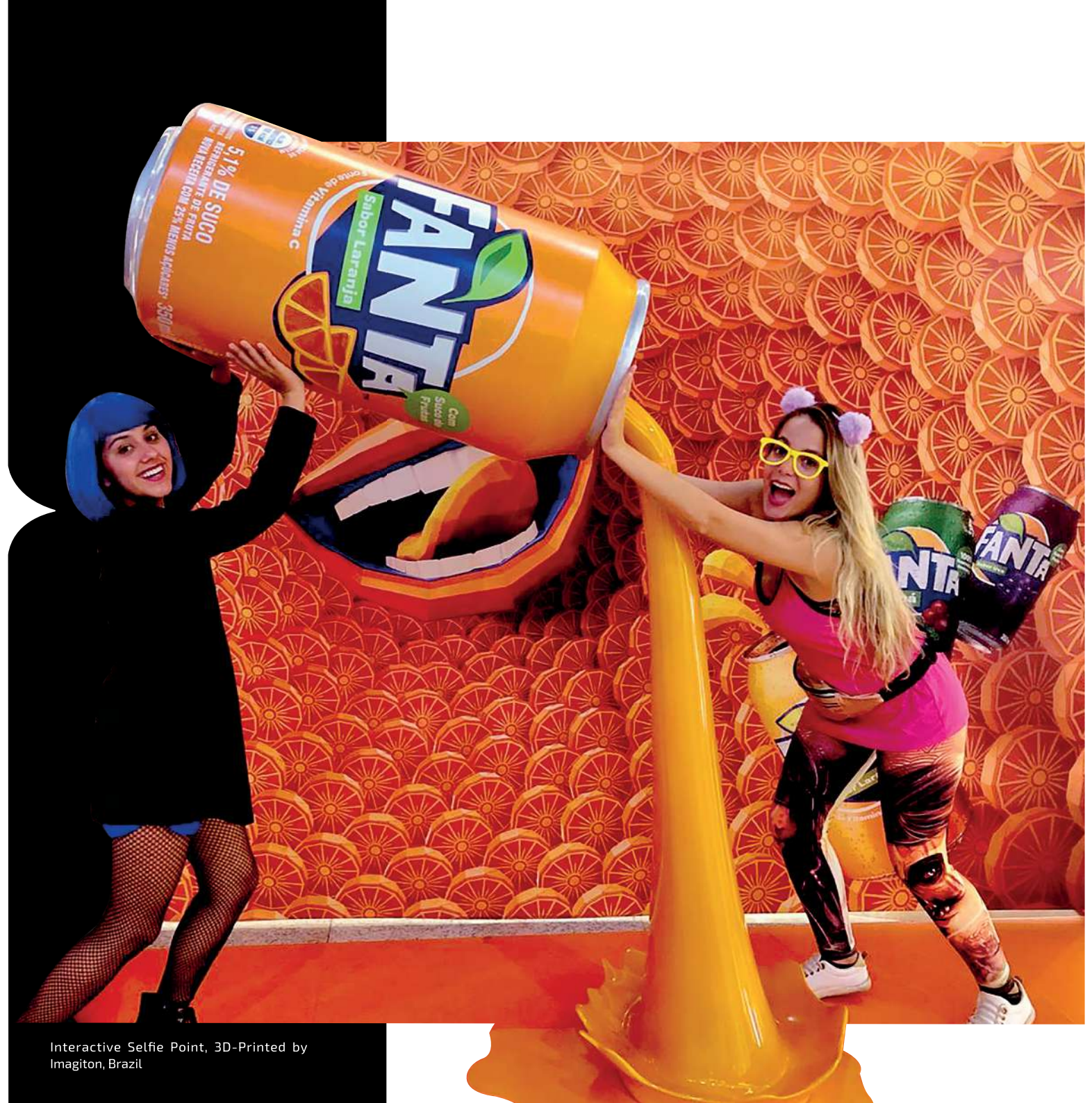


## The “Magic and Memory of Great Experiences”

When it comes to consumer engagement, virtual campaigns will never replace the impact of the physical brick-and-mortar retail experience. Brands are well aware of this, with experiential marketing still consuming a significant portion of their strategy and budget.

“The physical shopping experience matters more than ever,” notes Scott Malkin, owner of some of the world’s highest-performing luxury shopping centers, in a 2024 McKinsey podcast on Consumer and Retail trends.

Creatives and retail designers are expected to be masters in transforming stores and advertising arenas into immersive, parallel universes. Printing houses and advertising producers are turning to new technologies to help their clients captivate consumers by evoking emotion.



Interactive Selfie Point, 3D-Printed by Imagiton, Brazil



## Cultivating the 'Wow' Factor



Large-format 3D printing changes the game for brands, providing a whole new realm of dimensional advertising that simply turns heads. Larger-than-life billboards with 3D-printed elements capture the attention of pedestrians, altering their mood with humor or surprise. Through the strategic placement of eye-popping advertisements in areas with high foot traffic, companies can guarantee their visibility to a broad spectrum of individuals, fostering brand recognition and generating buzz around their products or services. This proves particularly advantageous for businesses aiming to connect with fresh clientele.

Dimensional Outdoor Campaign  
Combining 2D & 3D Elements. 3D-Printed  
by Oficinado Designe Producao, Brazil.



Branded Food Holder 3D-Printed by Palace Resorts, Mexico



## Bring your Customers' Dreams to Life



3D-Printed OOH Giant Coffee Machine by Marie 3D

When it comes to outdoor advertising, dimensional ads stand out amidst the digital noise of screens, leaving a lasting impression on viewers. The ability to create 3D eye-catching and retail campaigns offers print service providers a new and unique way to differentiate their offering in an otherwise saturated market.

## Endless Eye Candy with Large-Format 3D Printers



POP for Heinemann Tax and Duty-Free Store at Sydney Airport, 3D-Printed and Produced by Art & Soul/ Shapeways, Australia.

With large-format 3D printing, businesses can elevate their creative output with extraordinary new possibilities, providing consumers with heightened brand awareness and a lasting impact. Brands can leverage an unlimited range of creative applications available with Massivit's extraordinary technology – from eye-catching 2D/3D point-of-purchase displays to towering mannequins, illuminated signage, dimensional window displays, customized exhibition booths, striking channel letters and logos, and interactive event props to giant billboards. Massivit's 3D printers empower brands to captivate audiences with larger-than-life visuals that leave a permanent impression.

A myriad of applications are available for the dynamic visual communications and advertising landscape

### Dimensional Window Displays



DIOR Window Display 3D-Printed by ADAEQUO



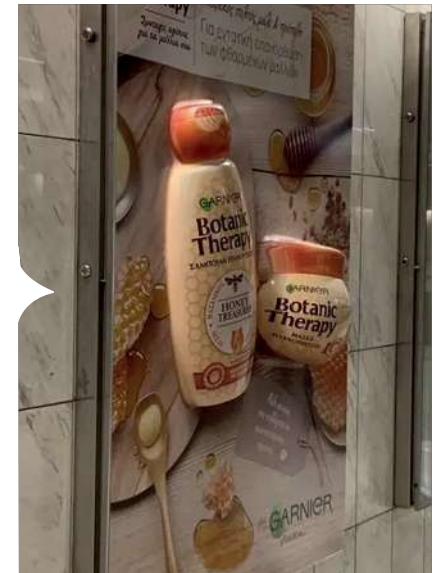


## Selfie Points



Branded Giant Skiing Selfie Point 3D-Printed by Marie 3D and METROPOLE

## 3D Molds for Thermoforming



2D/3D Dimensional Signage at Railway Station by Digiprint, Greece

## Soft Signage



## Point-of-Purchase Displays



Soap Dispenser POP Shelving Printed by Digiprint, Greece.

## Promotional Vehicles



Black Sails Movie Launch Bus Wrap, 3D-Printed by Carisma, USA

## Dimensional Billboards



Giant Dimensional Emporio Armani Campaign 3D-Printed by Colorzenith, Italy.



## Interior Design & Furniture



Internally Illuminated 3D-Printed Outdoor Lighting by Daniels Wood Land, USA



3D-Printed Interior Lighting by Sismaltalia

## Custom Mannequins



Custom-Designed Mannequin for Sports Shop, 3D-Printed by Non Conforma, Switzerland



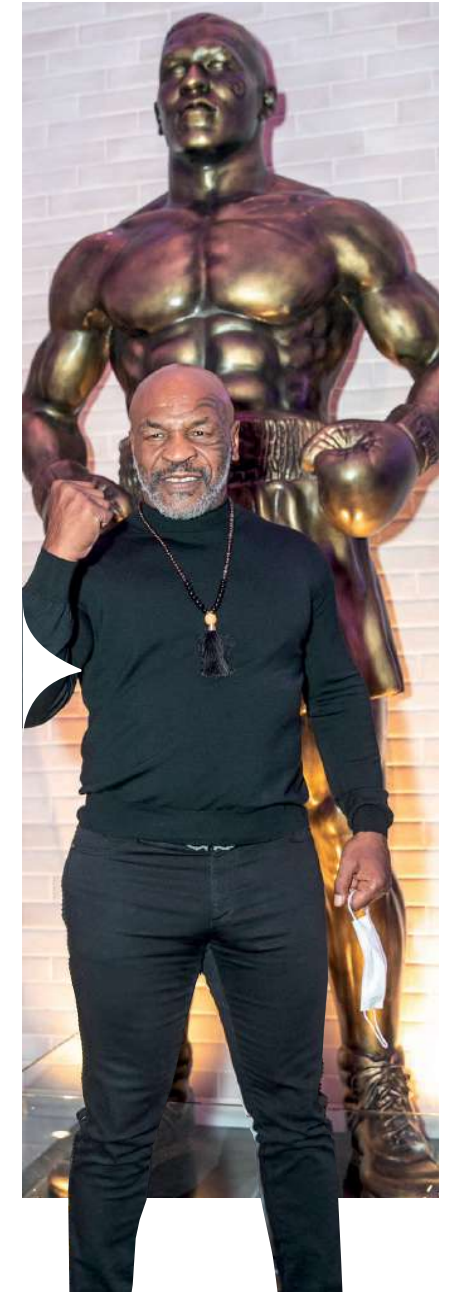
## Just How Fast is Fast?



Massivit's unique gel-based printing material enables full-scale, hollow models and components to be **printed in half the time** taken with traditional fabrication methods such as hand-sculpting or CNC milling.

A 6-foot character or mannequin can be printed in just 6 hours, allowing print providers to meet the challenging turnarounds demanded by campaign producers. 3D printing opens new ways to produce and manufacture locally, onsite, quickly, and on-demand – thus reducing the overall costs of advertising campaigns.

10-Foot Mike Tyson Tribute Statue at Resorts World Casino. Printed by Water FX, USA for Mulberry Street Pizzeria



# Expand your Business Capabilities with Large-Format 3D Printing



In today's competitive wide-format printing landscape, large-format 3D printing stands as a differentiator. High-speed custom fabrication opens doors to **increased profit margins**. In addition, 3D printing allows printing houses to broaden their client base into adjacent markets such as film and TV, theme parks, events, and theater. Businesses that already provide 2D backdrops or traditional signage can seamlessly blend the realms of 2D and 3D by offering giant 3D props, custom-designed furniture, immersive scenery, interactive displays, and selfie points.

## Discover the Crowd-Stopping Potential of the Massivit 10000 Series

The Massivit 10000-G printer provides a broad range of production capabilities from full-scale prototypes to custom-designed displays as well as durable molds for thermoforming.

## Premium Printing Materials for Extraordinary Impact

Massivit's printing and casting materials cater to a range of specific industry needs, including high-impact materials suitable for outdoor installations, transparent materials for illuminated displays, and fire-retardant materials.

## CIM 84 – Certified Flame Retardancy

CIM 84 printing material sets a new standard in fire safety for the visual communications market. It is compliant with ASTM E84 Class A fire rating. This certification ensures the highest level of safety against flame spread and smoke development, making it indispensable for advertising installations, theme parks, events, and television productions.

## Proven Technology

The Gel Dispensing Printing (GDP) product line offers a range of purpose-designed, large-format 3D printers. GDP technology is trusted across 40 countries, having introduced a new league in high-speed production of large parts.



## Embracing the Future The Adoption and Advancement of 3D Printing in Advertising

The evolution of large-format 3D printing allows printing houses and fabricators to elevate their business, boost their bottom line, and offer clients brand new ways to engage with consumers.



## Massivit 3D Printing Technologies

[www.massivit3d.com](http://www.massivit3d.com) (TASE: MSVT) is a leading provider of industrial 3D printers for the automotive, marine, visual communications, furniture, and themed entertainment markets. The company's solutions enable cost-effective production of large custom parts, molds, and prototypes at unprecedented speed. The company was founded in 2013 and its headquarters are based in Lod, Israel. Massivit provides comprehensive services to its worldwide community via a network of distributors.

Front cover image: Giant 1.5-meter mascara 3D-printed in 10 hours for Benefit popup store. By Art & Soul & Shapeworks.

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