

Press Release



Marketiger Confirms Appointment of New Partner, Ronald van den Broek, as First Step in Company's Pioneering Expansion Plan

Eindhoven, July 6, 2021

Full colour 3D printing specialist, [Marketiger](https://marketiger.nl), has today announced that its new leadership team will be at the forefront of an impressive 5-year plan to further expand its offering and accelerate the adoption of full colour 3D applications to the industry. New Partner, Ronald van den Broek, will be at the helm of this shared vision, alongside founder, Maikel de Wit.

Van den Broek will join Marketiger after 15 years at one of the company's most important technology partners, Mimaki. Marketiger's high quality, full colour 3D printed applications are manufactured predominantly with Mimaki's innovative 3D printing technology. Van den Broek's extensive knowledge and experience will therefore be invaluable as the company embarks on its plan to grow and accelerate its success.

"I'm joining this dynamic team at an exciting time," says Van den Broek. "Marketiger has further refined its proprietary manufacturing process, matching the market requirements to enable scalable, on-demand full colour 3D printing to global clients. Development of this manufacturing process is a key driver to enable larger volumes to be printed digitally, whilst ensuring a consistent output quality. Marketiger is collaborating with Value Chain Partners who excel in their individual fields to adapt much faster to market needs."

De Wit explains, "The creativity of transforming digital concepts into physical products by 3D printing is almost limitless. Our plan is to facilitate this creativity with a service that can take any brief or idea, from concepts to end product. From software, to fulfillment, production and delivery, we will be introducing new services and adding to our already extensive capabilities along the way. I am confident that in Ronald, I have chosen the right business partner to help me lead Marketiger during this next, exciting phase of the company's journey."

The trailblazing duo will implement the company's impressive plan for expansion over the next 5 years, with Van den Broek's responsibilities including sales, marketing, and business planning and De Wit overseeing product, technology, and company development.

Van den Broek concludes, "At Mimaki, I supported Maikel's team from afar but had already begun to collaborate with this flourishing business. They championed Mimaki's pioneering technology, whilst always challenging us to push the capabilities of the Mimaki 3DUJ-553 to deliver the customers' latest creative concepts. I am now looking forward to having a direct role in driving this inspiring company forward, as it continues to build on its already significant and far-reaching success.

For more information about products and services from Marketiger, visit <https://marketiger.nl>.



Marketiger's office, located at the Brainport Industries Campus (BIC) in Eindhoven



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