

Press release

Additive Industries adds metal 3D printing veteran Lars Ryberg to its Sales Team

Lars Ryberg as Business Development Director responsible for UK, Ireland and Nordics

September 5, 2019 – Eindhoven (The Netherlands) / Filton (UK)

Additive Industries continues its steep growth path with another hire in their Sales Team. Lars Ryberg, until recently as a Senior Sales Director responsible for Arcam and Concept Laser in various countries at GE Additive, joins Additive Industries with over 12 years of experience in metal additive manufacturing servicing Aerospace-, Medical implants-, and other industries. From the new Process & Application Development Center in Filton (UK), Lars will be primarily responsible for Sales in the United Kingdom and Ireland and later he will expand his territory to the Nordics (Denmark, Norway, Sweden, Finland) where he feels right at home being born in Sweden.

“I am very excited to join an ambitious and talented team, I already have a warm feeling and look forward to be a part of Additive Industries future growth”, said Lars Ryberg.

“We are proud to welcome Lars in the Additive Industries team! His extensive experience in our industry, application knowledge in 3D metal printing and commercial drive make him the right man for the job. Furthermore, his open and customer focused mindset make him a great fit with the Additive Industries team culture and clientele”, added Jan-Cees Santema, Sales Director Europe of Additive Industries.

<End of press release>



[More information](#)

A picture of Lars Ryberg can be found on the www.additiveindustries.com website.

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About Additive Industries

Additive Industries is accelerating industrial additive manufacturing of high quality, functional, metal parts by offering a modular end-to-end 3D printing system including a seamlessly integrated information platform to high end and demanding industrial markets. With substantially improved reproducibility, productivity, and flexibility, Additive Industries redefines the business case for series production of additive manufacturing applications in aerospace, automotive, medical technology and high-tech equipment.