

Kristen Jones  
Seurat Technologies assessment  
May 16, 2022

I recommend Seurat announces the new printing depot with a press release the month prior. When it comes to corporate donations, [consumers care more about the percentage of profit than the dollar amount](#). For that reason, I recommend Seurat holds an event to celebrate the investment and announces there that it will donate 5-10% of the investment to [New Story](#). New Story is a nonprofit focused on 3D printing homes for marginalized populations in developing nations. The donation would cement Seurat's focus on sustainability and speaks to a focus on climate justice.

To secure media coverage, I would recommend sending media pitches to the seven reporters below. Some have previously reported on Seurat's funding rounds. Others have written articles on climate change, sustainable 3D printing and manufacturing.

- Paul Hanaphy, reporter at 3D Printing Industry
- Hayley Everett, technology journalist at 3D Printing Industry
- Pablo Valerio, author at IoT times
- Matthew Hutson, science and technology writer at the New Yorker
- Ian Palmer, climate writer at Forbes
- Chris Mooney, climate change writer at the Washington Post
- Sam Davies, reporter at TCT

Pitch (to Paul Hanaphy of 3D Printing Industry)

Subject line a) 3D metal printing has a new \$100M home

Subject line b) CTRL+P(lane): Seurat printing depot streamlines 3D metal printing

Subject line c) Seurat to open 100% green facility with \$100M investment

Hope all is well. Really enjoyed your recent article on the Markforged revenue boost. Your January article on Seurat Technologies' Series B Financing Round perfectly captured Seurat's hunger for growth and the stiff competition it faces. Seurat is ready to address those challenges and would love to collaborate again on an article covering its unprecedented new investment.

The Series C Financing Round culminated in a \$100M donation led by Capricorn's Technology Impact Fund, with contributions from new investor GM Ventures and previous investors True Ventures and Porsche Automobil Holding SE.

Seurat is using this funding to open its first 100% renewable printing depot in Wilmington, Mass. and scale its full-time talent base with strategic hires. This facility offers a cost-effective, speedy and sustainable alternative to traditional printing methods such as casting.

If you're interested, I'm happy to connect you with Seurat co-founder and CEO James DeMuth to discuss how this printing depot will transform 3D printing and manufacturing.

Thank you!  
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FOR IMMEDIATE RELEASE

## Seurat Technologies Raises \$100M to Streamline 3D Printing

*The 3D metal printing titan has now raised \$179M for a 100% renewable printing facility filled with top talent; welcomes new investor GM Ventures*

**WILMINGTON, MA – (September 6, 2022)** – Seurat Technologies, the industry leader crafting sustainable 3D metal printing with a human touch, today announced it has closed a \$100M Series C funding round led by Capricorn’s Technology Impact Fund. New investor [GM Ventures](#) joins previous investors True Ventures and Porsche Automobil Holding SE, bringing Seurat’s total funding to \$179M.

Traditional metal printing techniques such as casting represent roughly 20% of the \$1T worldwide metal part manufacturing market. Casting relies on natural gas and coke, which produce harmful emissions. Manufacturers need a scalable, sustainable solution that eases supply chain issues while reducing their carbon footprint. The UN’s IPCC agrees, warning of a global climate change “[code red for humanity](#).” To address these ever-growing issues, Seurat plans to open its first Area Printing™ depot powered by 100% renewable energy next month.

“Area Printing allows customers to maintain the very wide spectrum of benefits that 3D printing enables — such as light weighting, optimization, just-in-time inventory — but at price points that are competitive with traditional manufacturing,” said James DeMuth, co-founder and CEO of Seurat. “Unlocking those economics is the only way to access the traditional fabrication market. Think about the silverware you eat meals with — those knives and forks are manufactured at \$35/kilogram overseas. By 2030, we hope to make it more affordable to manufacture silverware via Area Printing in the U.S. than it would be to forge via carbon-emitting processes overseas.”

Area Printing was first developed at [Lawrence Livermore National Laboratory](#) by a team including DeMuth. Now, Seurat customers can manufacture parts in the new Wilmington, Massachusetts depot, only 10 miles from the Lowell mills where the American Industrial Revolution was born. The electrically driven depot will use sustainable wind and solar power, courtesy of the Reading Municipal Light Department’s new [Renewable Choice program](#).

“We couldn’t be more excited to join forces with such a dynamic, innovative player in manufacturing,” says Wade Sheffer, managing director at GM Ventures. “This depot realizes Seurat’s goal to revolutionize the global 3D metal printing experience, streamlining the production process from end to end.”

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Seurat will also use the funding to scale its 52 full-time employee base and attract agents of change. The hiring initiative builds on strategic hiring wins in 2021, including the additions of CFO Anthony Di Paola and senior director of marketing Joyce Yeung.

A talented team will manifest Seurat's lofty development plans. This printing depot is just one of many planned 100% renewable Area Printing™ manufacturing facilities. The facilities will be regionally located, offering an efficient solution that meets manufacturing demands where they are.

To celebrate the investment, Seurat is hosting a cocktail party Saturday, Sept. 17. The event will be held at the Archer Hotel Burlington at 18 Third Ave., Wilmington, Massachusetts from 7 p.m. to 10 p.m. Eastern Daylight Time. The event is free and open to the public and the press. RSVP by Friday, Sept. 16 at [eventbrite.com](https://www.eventbrite.com).

For more on how Seurat is disrupting the 3D printing industry, please visit [seuratech.com](https://seuratech.com).

### **About Seurat Technologies**

Seurat Technologies is transforming manufacturing for people and our planet. Area Printing by Seurat is a groundbreaking 3D printing technique bringing unmatched precision, part integrity, reliability and speed to the production process. Area Printing offers a more cost-effective and sustainable solution to traditional printing. With over 140 patents granted and pending, Seurat's pioneering technology will transform what's possible with metal manufacturing. Learn more at [seuratech.com](https://seuratech.com).

### **Media Inquiries**

Please contact [marketing@seuratech.com](mailto:marketing@seuratech.com).

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