Saluting Innovation @ Hasbro

by Molly MacNeil and Jamie Lahiere

Saluting Innovation at Hasbro for partnering with 3D Systems to develop children’s play products powered by 3D printing. 3D printing is the process of creating three-dimensional solid objects from a digital model by laying down thousands of layers of liquefied plastic, metal and glass. Hasbro President and CEO, Brian Goldner, believes that 3D printing offers endless potential to bring incredible new play experiences for kids. Combined with Hasbro’s portfolio of toys and games and strong brand recognition, the collaboration is meant to “define, shape and lead the entire digital play space” according to the CEO of 3D Systems. We salute Hasbro for being a leader in this space and co-developing innovative toys for future generations.

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