

## AddUp, major player in the field of metal additive manufacturing, appoints Rush LaSelle Chief Executive Officer of North America.



LaSelle joins AddUp from Jabil and has over 25 years' experience with rapidly advancing manufacturing systems. He has worked extensively to expand the industrial reach of production technologies in the robotics, additive and manufacturing industries, holding leadership roles with companies like Fanuc, Adept Technology, and Jabil. Mr.

LaSelle joins to facilitate the company's growth in North America, leveraging the robustness and productivity of AddUp's metal additive solutions, to enable companies to reach their unique business objectives.

"LaSelle brings with him a powerful commitment to business transformation. His strong leadership coupled with a passion for digital manufacturing will fuel our next stage of growth in North America." says Frank Moreau, President of AddUp. "We are confident he will propel the company's mission to industrialize metal additive manufacturing."

### AddUp

AddUp is a joint venture between two major French industrial groups, Michelin and Fives, established in 2016 to be an important player in metal additive manufacturing. AddUp is headquartered in Cézazat, France with its North American subsidiary based out of Cincinnati, Ohio. The company manufactures metal 3D printers using both powder bed fusion (PBF) and direct energy deposition (DED) technologies. PBF is a manufacturing process that can achieve intricate geometries not possible through conventional manufacturing process. This makes it ideal for parts that have been topology optimized for weight, structural and/or thermal performance. DED is a manufacturing process that can deposit material to existing substrates making it ideal for repair applications, adding features to existing parts or creating larger near net shapes without support structures.



“AddUp’s commitment to safer, cleaner and more efficient manufacturing provides a foundation from which its customers can achieve the promise of digital manufacturing.” LaSelle says. “By delivering positive manufacturing outcomes using factory proven systems, AddUp is positioned to assist OEMs, especially those in regulated markets, to participate in the billion-dollar metal additive manufacturing industry. I am tremendously honored to join such a passionate team of professionals who are dedicated to the success of our customers.”

AddUp, a joint venture created by Michelin and Fives, is a global metal additive manufacturing OEM and service provider of Powder Bed Fusion (PBF) and Directed Energy Deposition (DED) technologies. The AddUp group also offers part production, POC production, metal AM consulting services, AM training and design for AM, making AddUp your one-stop for metal AM.

AddUp is headquartered in Cébazat, France with its North American subsidiary based out of Cincinnati, Ohio. AddUp operates a fleet of nearly 50 machines spread across five sites in Europe. These production facilities also provide post-processing treatment including stress relief, heat treatment, machining, finishing and quality control. (EN9001, ISO 9001, ISO 14001)

AddUp Inc, the North American subsidiary, has recently undergone a state-of-the-art renovation to its 20,000 sq. ft. facility in Cincinnati, Ohio. This production facility is equipped with a dedicated additive manufacturing workspace including six PBF and two DED machines, metallurgical lab, applications training facility, post-process machining department and quality control (ITAR, AS 9100, ISO 9001, ISO 13485\*). This production facility and technical services center will provide metal AM printing services and support for AddUp’s US customers in the aerospace defense, medical and tooling industries.

\*ISO 13485 certification currently in-process at AddUp Inc. with certification expected in Q4 2022.

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