3D Printing at HP: Driving Manufacturing Transformation

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Abstract

Additive manufacturing will change the way we do business. At HP, we recognized early on that the best opportunity to understand what it takes to move 3D printing into true full scale production was to do it ourselves, so we started incorporating it into the manufacturing of HP's own products. In this presentation we will walk through that journey to date. It has required change management across businesses, job functions, and all levels of the organization. Along the way we've had to rethink how we design parts, set up our supply chains, and manage product development. We'll share the strategies and tools we've developed to manage production more efficiently when using a flexible manufacturing platform. We'll present case studies for the value we've created using additive manufacturing in production and other use cases. Maybe most importantly, we'll show the changes is design thinking amongst our engineers, as they have begun to explore the possibilities of additive manufacturing.

Bio

David Tucker: Automotive Market Lead – 3D Printing

David Tucker is a vertical market development consultant in HP's 3D Print Business. Specializing in production systems and design for manufacturability, he uses pre-problem solving to eliminate failures before they occur. Previously David held multiple roles in the automotive industry, leading functions in advanced engineering, product engineering, project management, and asset procurement. David received his MBA from Wayne State University, M.S. in Technology & Engineering Management from Portland State University, and double B.S degrees in Product Design and Plastics Engineering Technology from Ferris State University.

David Woodlock: Manufacturing Transformation Manager

David has a background in product design and technology strategy. He now works with HP's biggest 3D printing customers to move the technology into large-scale production spaces. His focus is on using the unique advantages of 3D printing in product design and manufacturing to enable innovative long-term value capture and value creation strategies. He has a Mechanical Engineering degree from Duke University, and his designs can be found throughout HP's lineup of home and office printers.