

Press Release

GE Additive rebrands as Colibrium Additive

Cincinnati, OH and Lichtenfels, Germany – April 25, 2024. Today, GE Additive is relaunching as Colibrium Additive – a GE Aerospace company.

Part of GE Aerospace's Propulsion & Additive Technologies (PAT) division, Colibrium Additive, formerly GE Additive, was established in late 2016. Today, it is a trusted partner and manufacturer of industrial metal 3D printers, metal powders and provider of services for a growing installed base of customers across all industrial sectors.

"While we are changing our name, we maintain our unwavering focus on our customers, quality, and reliability. We will continue to lead the additive manufacturing industry from the front and positively disrupt it," said Alexander Schmitz, CEO, Colibrium Additive.

Leading the Additive Industry from the Front

Colibrium Additive is a coined name, incorporating the words "collaborative" and "equilibrium," and reflects the company's expertise, standing shoulder to shoulder with customers every step of the way on their additive journey, and delivering reliable and scalable manufacturing outcomes for them.

Colibrium Additive's new name also reinforces the company's approach leading the additive industry from the front—be that educating regulators, partnering with academia, and fostering the next generation of additive talent. As a proven leader in the additive industry the company will continue to offer trusted, balanced viewpoints and pragmatism as the industry evolves and experiences change.

"We were ready for a change. GE becoming three standalone companies provided an ideal opportunity to review our corporate identity," said Shaun Wootton, head of communications at Colibrium Additive. "Our new name and brand identity are both modern and dynamic. Both were designed to reflect our focus and company values, the pace of change in the additive industry, while accruing to GE Aerospace's overall brand identity," he added.

Retiring Concept Laser and Arcam EBM brands

As part of the brand transition both the Concept Laser and Arcam EBM legacy brands will be retired. Originally, the names of the two companies acquired by GE in November 2016 to form GE Additive, Concept Laser and Arcam EBM have most recently been used as product brands for Colibrium Additive's printer portfolio.

AP&C Brand Refresh

AP&C, Colibrium Additive's powder business, based in Montreal, Canada has also undergone a minor brand refresh with a new colour palette, a slightly adapted logo and new attribution line, "a Colibrium Additive business" to align with GE Aerospace's brand architecture.

Brand Marketing Campaign

As part of storytelling efforts to introduce and establish the Colibrium Additive brand, a global, 360° marketing campaign "A New Future" will launch on 1 May 2024 and will run until the end of December. Initially, the campaign will focus on the additive trade media and LinkedIn, before extending across other media platforms and channels.

As part of the brand rollout, Colibrium Additive has also launched a [new website](#), which will evolve over the coming months in the run up to the RAPID + TCT tradeshow in late June, and will be localized into German. Similarly, AP&C's websites will be refreshed and relaunched at the same time.

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Editors' Notes

Colibrium Additive partnered with Interbrand on the rebrand, including naming and logo development.

About Colibrium Additive

Colibrium Additive, a GE Aerospace company, is a trusted leader in providing 3D printers, powders, and services for industrial scale metal additive manufacturing. We empower our customers to design and build innovative new products that solve manufacturing challenges and improve business outcomes.

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