



FOR IMMEDIATE RELEASE

Contacts:

Dave Minella
Communications Director, ShopBot Tools
USA +1-919-680-4800
Dave.m@shopbottools.com

Derek Elley
Chief Strategy Officer, Ponoko
USA +1-415-335-4471
NZ +64-4-473-0031
derek.elley@ponoko.com

100kGarages Offers a New Way to Get Things Made

ShopBot and Ponoko make it easier than ever to have custom products made locally

Durham, NC (September 9, 2009) – The launch of www.100kGarages.com begins a new chapter in how things are made and produced, enabling parts for products of all kinds to be custom fabricated locally, near where they are needed, using state-of-the-art digital fabrication tools.

For the innovators who President Obama has called “the risk takers, the doers, and the makers of things,” 100kGarages is a new tool for getting things made. The digital fabrication capabilities of our users’ workshops are already being used for projects as varied as prototypes for a new solar power device, a headboard for a child’s spaceship bed and parts for emergency housing - 100kGarages now brings those capabilities to anyone who needs help in making something.

The 100kGarages online community is a partnership between ShopBot, a world leader in the design, manufacture and sale of affordable, high-performance digital fabrication tools, and Ponoko, the world’s easiest making system. Now, by using the 100kGarages.com website, anyone can easily get something made by a digital fabrication tool located nearby - perhaps just up the street - reducing financially and environmentally costly shipping. Goods can be made exactly to order, using locally available materials and labor, in a system called distributed manufacturing. It's powered by Ponoko’s online making system and ShopBot’s CNC routers that are already at work in thousands of workshops making a wide range of products – tables, chairs, cabinets, car parts, signage, boats, musical instruments, sheds, houses and many other products made from wood, plastic, metal and composites.

-more-

“Ponoko’s web infrastructure underlies 100kGarages. It makes it easy for anyone wanting to make things to access and communicate with ShopBot fabricators. It gives these fabricators tools to handle a flow of custom work from a wide range of customers,” says ShopBot’s President Ted Hall. “The maker-to-fabber concept works because the digital technology allows parts and projects to be exactly specified for production. Our partnership is the first step to providing a solution for the makers and doers out there who want to join in rebuilding the economy – whether in the U.S. or abroad – one garage at a time.”

To date, more than 30,000 goods have been made using Ponoko. “Our online making system makes it easier than ever before to turn ideas into real things,” says David ten Have, Ponoko’s CEO. “And by partnering with ShopBot we give local digital fabricators the opportunity to win new work using a powerful but free online service.”

Starting today, anyone can visit www.100kGarages.com to get an item custom made by searching for a local garage workshop on a map - or by submitting a request on the 100kGarages JobBoard - and choosing from bids submitted by a range of ShopBot owners. The site also offers resources and tools for turning an idea into a design or plan that a fabrication shop can use to create almost anything.

About Ponoko

Ponoko, the world's easiest making system, is an online marketplace for everyone to make real things. Product designs are instantly priced online, then made and delivered to you. Creators can make and sell their designs online. Digital manufacturers and materials suppliers can win and manage pre-paid jobs online. And buyers can click to make designs uploaded by the creative community. Since being selected to launch at TechCrunch40 San Francisco in September 2007 more than 30,000 user-generated products have been made. Ponoko has reinvented how goods are designed, made and distributed leading to profiles in places like The Wall Street Journal, The New York Times, BBC News, Financial Times, The Globe & Mail, WIRED Magazine, The International Design Magazine and more.

About ShopBot Tools

ShopBot Tools designs and manufactures low-cost, high-value CNC tools for digital fabrication of wood, plastic and aluminum products. ShopBots are found in thousands of shops in the US and in 55 other countries around the world. Over the years, ShopBot owners have linked up in an informal network of user groups and social websites. Now, 100kGarages formalizes the readiness of these ShopBot Fabbers to get to work creating a new economy in an environmentally conscious and community-oriented way. For more information about ShopBot, visit www.ShopBotTools.com or follow us on twitter at www.twitter.com/ShopBot.

###

