



News Release

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3D Systems Brings EKOCYCLE™ Cube® 3D Printer to Harrods

-EKOCYCLE™ branded Cube® available in Harrods as part of EKOCYCLE initiative's debut in the UK

ROCK HILL, South Carolina, March 5, 2015 – [3D Systems](#) (NYSE:DDD) announced today the availability of the [EKOCYCLE™ branded Cube®](#) at an exclusive EKOCYCLE™ Shop in Shop in Harrods. The EKOCYCLE™ Cube prints exclusively using recycled, post-consumer plastics as the printing filament, and is part of a growing collection of EKOCYCLE branded products, a collaboration between The Coca-Cola Company (NYSE:KO) and global music artist and entrepreneur will.i.am. The collection will be introduced at Harrods as part of a program that communicates the importance of recycling post-consumer waste and encourages individuals to making more sustainable lifestyle choices.



Exclusive EKOCYCLE™ Shop in Shop at Harrods featuring 3D Systems' EKOCYCLE™ branded Cube® 3D printer.

At the EKOCYCLE™ Shop in Shop at Harrods, consumers can interact with the EKOCYCLE™ Cube and discover how to bring their passions to life through 3D printing. The plug-and-play EKOCYCLE™ Cube 3D printer empowers consumers to take a more

proactive role in environmental sustainability, by transforming post-consumer plastics into objects that are personal, meaningful and useful. Each EKOCYCLE™ branded cartridge can turn the equivalent of 3 assorted recycled 20oz PET plastic bottles into wearable fashion, music accessories and desktop décor.

“The EKOCYCLE™ Cube 3D printer gives people all over the world the ability to transform discarded waste into useful, functional and fashionable objects,” said will.i.am, Chief Creative Officer, 3DS. “This is the beginning of a more sustainable 3D-printed lifestyle.”

Bea Perez, Vice President and Chief Sustainability Officer said, “Sustainability is at the heart of The Coca-Cola Company and we are always looking at innovative ideas that link the vision of sustainability with our business. The EKOCYCLE™ brand is about helping consumers understand that waste can actually be a valuable resource to create desirable lifestyle products. We’re delighted that the EKOCYCLE™ Cube is part of the EKOCYCLE™ Shop in Shop at Harrods.”

The EKOCYCLE™ Cube 3D printer is a plug-and-play device that features a curated printing color palette of red, black, white and natural, instant load cartridges and mobile printing using the Cubify app for iOS and Android. The EKOCYCLE™ Cube is available for purchase at Harrods and through 3DS’ online consumer hub [Cubify™](#).

Learn more about 3DS’ commitment to manufacturing the future today at www.3dsystems.com and the company’s consumer offerings at www.cubify.com.

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About 3D Systems

3D Systems provides the most advanced and comprehensive 3D digital design and fabrication solutions available today, including 3D printers, print materials and

cloud-sourced custom parts. Its powerful ecosystem transforms entire industries by empowering professionals and consumers everywhere to bring their ideas to life using its vast material selection, including plastics, metals, ceramics and edibles. 3DS' leading personalized medicine capabilities save lives and include end-to-end simulation, training and planning, and printing of surgical instruments and devices for personalized surgery and patient specific medical and dental devices. Its democratized 3D digital design, fabrication and inspection products provide seamless interoperability and incorporate the latest immersive computing technologies. 3DS' products and services disrupt traditional methods, deliver improved results and empower its customers to manufacture the future now.

Leadership Through Innovation and Technology

- 3DS invented 3D printing with its Stereolithography (SLA) printer and was the first to commercialize it in 1989.
- 3DS invented Selective Laser Sintering (SLS) printing and was the first to commercialize it in 1992.
- 3DS invented the ColorJet Printing (CJP) class of 3D printers and was the first to commercialize 3D powder-based systems in 1994.
- 3DS invented MultiJet Printing (MJP) printers and was the first to commercialize it in 1996.
- 3DS Medical Modeling pioneered virtual surgical planning (VSP) and its services are world-leading, helping many thousands of patients on an annual basis.

Today its comprehensive range of 3D printers is the industry's benchmark for production-grade manufacturing in aerospace, automotive, patient specific medical device and a variety of consumer, electronic and fashion accessories.

More information on the company is available at www.3dsystems.com.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About will.i.am

A multi-faceted entertainer, creative innovator and philanthropist, will.i.am is best known for his work with The Black Eyed Peas®. He is currently starring as a Coach for his fourth season on the hit TV programme "The Voice." As a producer, will.i.am has also worked with some of the music industry's biggest names including Michael Jackson, Rihanna, Usher, Miley Cyrus, Nicki Minaj, Britney Spears, David Guetta and film composer Hans Zimmer. Recognized and honored by numerous industry organizations for artistic, business and philanthropic achievements, will.i.am is the recipient of multiple GRAMMY® awards, a Latin GRAMMY® award, an Emmy® award, two NAACP Image Awards®, the BMI® President's Award and a CLIO Award. will.i.am's i.am.angel™ Foundation (www.iamangelfoundation.org) supports young people through programs focused on STEAM (science, technology,

engineering, arts, math) education via after-school tutoring and activities that build STEAM and coding skills.

About Harrods Ltd

With a rich history spanning 165 years, Harrods is a world leader in luxury retail. The famous Knightsbridge store attracts millions of loyal customers from across the globe with its unrivalled product selection, renowned customer service and historic setting. The store was opened in 1849 by Charles Henry Harrod as an expansion of his humble East End grocer and tea business. Today, it is one of the most distinguished names in the world. Eight floors and 330 departments showcase the best of luxury merchandise, from high-end fashion and accessories to the finest homewares and the latest technology. The store also houses 26 delectable restaurants. Harrods continuously seeks to surpass the desires and expectations of its customers, while offering an unforgettable shopping experience and following its philosophy 'Anything is Possible'.