

Will.i.am and Coca-Cola Takes on 3D Printer

Written by Marco Attard
19 June 2014

Another contender enters the increasingly crowded consumer 3D printer arena-- this time it's Black Eyed Peas star turned tech entrepreneur Will.i.am and Coca-Cola with the Ekocycle Cube.



The Ekocycle Cube is based on the Cube 3 from 3D Systems, a 3D printer maker counting Will.i.am as CCO. The Coca-Cola involvement comes in the print filament cartridges, which the company says contain around 25% of "post-consumer recycled materials," with an average of around 3 bottles per cartridge.

"We will make it cool to recycle, and we will make it cool to make products using recycled materials," Will.i.am says. "This is the beginning of a more sustainable 3D-printed lifestyle. Waste is only waste if we waste it."

Of course, the Ekocycle Cube is not compatible with other filament cartridges available on the market.

This being a Coca-Cola-branded device it only prints in black, red, white and "natural" colours, while the printer itself is clad in white and red. Customers can browse and print object via Cubify smartphone app, and Will.i.am will design 25 "fashion, music and tech minded accessories" for potential buyers.

Print object sizes stands at up to 6 inch cubed in 70-micron resolution.

Will.i.am and Coca-Cola Takes on 3D Printer

Written by Marco Attard
19 June 2014

The Ekocycle Cube hits the market on H2 2014.

Go [Ekocycle Cube](#)