

Freemelt appoints Eric Bert as President of Freemelt – Americas

– A newly formed US subsidiary for accelerated expansion

Nasdaq First North-listed Freemelt – a high-tech commercial company whose groundbreaking solutions create new conditions for rapid growth in 3D printing – appoints Eric Bert to the newly created position of President of Freemelt – Americas. He will initially focus on selling and to establish sales and service capabilities to accelerate the success in the fast-growing markets in the United States and Canada. Eric Bert will start his position on March 6th, 2023.

Eric Bert has more than 35 years of disruptive technology management experience including 15 years in senior commercial leadership roles in 3D printing companies. He most recently served as Senior Vice President – Commercial at Inkbit. Prior roles included North American President of Arcam (a GE Additive company) and Senior Vice President of Global Arcam EBM Sales. He also served as Senior Vice President of Sales at Stratasys, the largest AM equipment supplier in the world, where he built a large sales organization and led the company's historic rapid growth period.

"Freemelt's growing success in North America presents an exciting opportunity for me to join the team and accelerate expansion of the business in North America", says Eric Bert and continues:

"I understand the scale-up culture and have successfully led the evolution of several small-to-big company trajectories. I look forward to being a part of making Freemelt a success story. Everything is in place for very rapid expansion."

"Eric Bert's experience in sales, product development, and leadership make him well-suited to lead the expansion in the rapidly growing North American market. With Eric, we look forward to an acceleration of our growth in the region", says Daniel Gidlund, CEO at Freemelt.

Initially, the focus will be on selling and establish a network of sales agents and distributors for Freemelt ONE and e-MELT across the US and Canada. The next step will be to hire and build local customer service capabilities, along with an expanded direct sales team to manage and support the growing installed base of Freemelt systems at customer sites in the region.

"Research and development demand in the US is strong today and is expected to remain so for the foreseeable future. Freemelt's current products are enjoying strong adoption already, so with a full local presence I expect the rate of sales and installations to increase nicely, says Eric Bert."

Contacts

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About Us

Freemelt is a high-tech company whose ground-breaking solution creates new opportunities for rapid growth in 3D printing, also known as additive manufacturing. The company's protected technology enables cost-effective printing to a consistent and high quality. By choosing an open-source solution, the conditions are created for strong growth and expansion towards manufacturing markets.

Freemelt was founded in 2017, is listed on Nasdaq First North Growth Markets, has 34 employees, head office in Gothenburg and a manufacturing unit in Linköping. Read more at www.freemelt.com.

Image Attachments

[President Americas Eric Bert](#)

Attachments

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