

# CUSTOM COLOR BEER TAPS

Endeavor 3D creates vibrant beer tap designs for Local Ties Brewing Company using Multi Jet Fusion (MJF) and advanced custom coloring.



## CHALLENGE

The conventional beer tap is functional but lacks aesthetics and visual appeal. Local Ties, a Georgia brewery, wanted a new approach to marketing their selection of beers that could quickly signal the type of beer and stimulate a response amongst customers. Furthermore, it's an ideal way to introduce new beers and leverage a strong, growing brand for more merchandising and commercial opportunities.

## SOLUTION

Utilizing MJF 3D printing to design custom beer taps and Endeavor 3D's advanced finishing and dyeing capabilities enabled Local Ties to market their beers in a whole new direction. Certain colors represent types of beer (stouts, IPAs, lagers) and designs that matched the names of their beers. Now, Local Ties can visually represent their growing line of beers with completely unique designs and vibrant colors.

## BENEFITS

### 1. Custom Design Come to Life

Endeavor 3D leveraged MJF 3D printing and DfAM to incorporate complex, intricate designs within each beer tap.

### 2. New opportunities for product commercialization

The combination of 3D printing and custom coloring opened new avenues for branding and merchandising. Local Ties Brewing now has a distinctive, scalable product that enhances their market presence

### 3. Combining Art, Engineering, and Craft Beer

This project seamlessly blended artistic expression, engineering precision, and the craft beer industry's need for unique branding.

## AT A GLANCE

### INDUSTRY

Food and Beverage

### TECHNOLOGY

Multi Jet Fusion

### MATERIAL

Nylon PA 12 White

### BENEFITS

- Custom Designs
- New Commercial Opportunities
- Art Meets Engineering

