

From Spark to Sale: A Lead Journey

Tritone 2025 Partner Meeting



Agenda

- ▶ Lets Get it out in the Open
- ▶ Year in Review
- ▶ Lead Journey and Qualification explained
- ▶ Our Products & Services
- ▶ The Right Match: Applications, Materials and All in Between
- ▶ Lets Talk

Let's get it out in the open



stratasys[®]

It just makes sense

Stratasys was aiming expand their offering and add a solution for metal production.

Stratasys is the first choice in polymers, and now they are adding metal & ceramic

It just makes sense



Materials

A leading AM provider offering polymer, metal & ceramic solutions – end to end solution



High Throughput

2 companies that drive serial production and push the boundaries of AM



AM Adoption Across Sectors

Reduce barriers to AM adoption—eliminating complexity in vendor selection and technology integration.

Tritone Partners – What's in it for you

- ▶ Access to **key accounts** in your territory
- ▶ Access to existing companies who use AM in polymers and looking to expand.
- ▶ Endorsement by the **biggest AM player**
- ▶ **The Power of a Big Brand** – Big companies that are looking for stability vs a start up

Tritone Partners – What's in it for you

- ▶ Marketing activities – more exhibition → more exposure → more leads
- ▶ Exposure increase & **global reach**
- ▶ Access to Stratasys demo facilities with machines in DACH region and the US to start with.
- ▶ Local Representation by Stratasys | direct communication by territory

Tritone Partners – Challenges

▶ Deal registration

- ▶ How to manage the leads and customers If coming from Stratasy's direct or Stratasy's channels

▶ Competition – Threat or Opportunity ?

- ▶ Internal competition – what if we both have the same customers?

▶ Future change of control in Tritone (Acquisition / IPO)

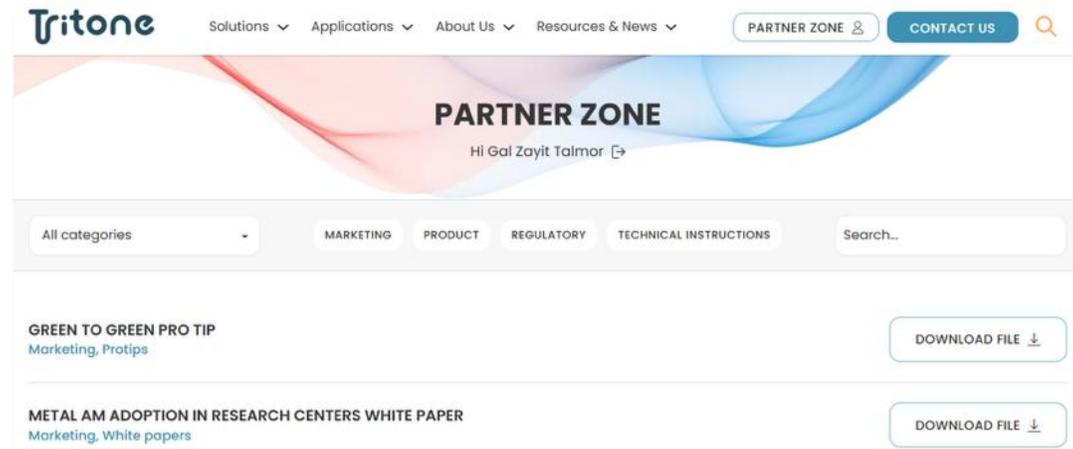
- ▶ Positive/ Negative

Year in Review

Two Core Platforms Launched

- ▶ **HubSpot** – Our CRM, marketing automation, campaign management, and deal tracking platform.
 - ▶ Defining our key audiences and main personas
 - ▶ Clear lead-stage framework: Lead → MQL → SQL → Opp
 - ▶ Analyzing what is our strongest lead source and what simply doesn't work.
- ▶ **Partner Zone** – providing partners with technical, sales, R&D, and marketing resources.

DEAL OPEN	BENCHMARK DECISION CR...	BENCHMARK FEEDBACK	PRICE QUOTATION	NEGOTIATION	CLOSED WON
Universidad Politécnica de Cataluña (UPC) - New Deal Amount: €350,000 Close date: 05/31/2026 No activity for 5 months ! No activity scheduled	Kyoritsu Gokin Amount: \$600,000 No activity for 7 months ! No activity scheduled	Tre Zeta Group - New Deal Amount: €600,000 Close date: 12/31/2025 No activity for 5 months ! No activity scheduled	AMRC Amount: €350,000 Close date: 08/31/2026 No activity for 9 months ! No activity scheduled		MIMplus Technologies GmbH & Co. KG - Dominant Amount: €400,000 Close date: 01/01/2024
stringtheory.es - New Deal Amount: €350,000 Close date: 05/31/2026 No activity for 5 months ! No activity scheduled	Decathlon Amount: \$600,000 Close date: 12/31/2026 Note 5 months ago ! No activity scheduled	Aprea Metal Group - New Deal Amount: €600,000 Close date: 12/31/2025 No activity for 5 months ! No activity scheduled	Erpro Amount: \$350,000 Close date: 06/30/2025 Note 5 months ago ! No activity scheduled		INOVSYS - Dim Amount: €250,000 Close date: 01/01/2024
École Nationale Supérieure des Arts et Métiers (ENSAM...) Amount: €350,000 Close date: 12/31/2026 Note 5 months ago ! No activity scheduled	Poclain Hydraulics - New Deal Amount: €600,000 Close date: 03/31/2026 No activity for 8 months ! No activity scheduled	Sanalloy Amount: \$600,000 No activity for 7 months ! No activity scheduled	GMH Amount: €700,000 Close date: 09/30/2025 No activity for 9 months ! No activity scheduled		Corsa3D - Dominant Amount: €400,000 Close date: 01/01/2023
	bcr.be - New Deal Amount: €350,000	inspire - New Deal Amount: €350,000			Tacchificio Zanzani S.r.l. - Dominant Amount: €400,000 Close date: 03/31/2025



Current Stats



25%

Increase in
LinkedIn Followers
(vs 2024)

19%

Increase in
Website Visits
(vs 2024)

29%

Lead→MQL
Conv. rate

59%

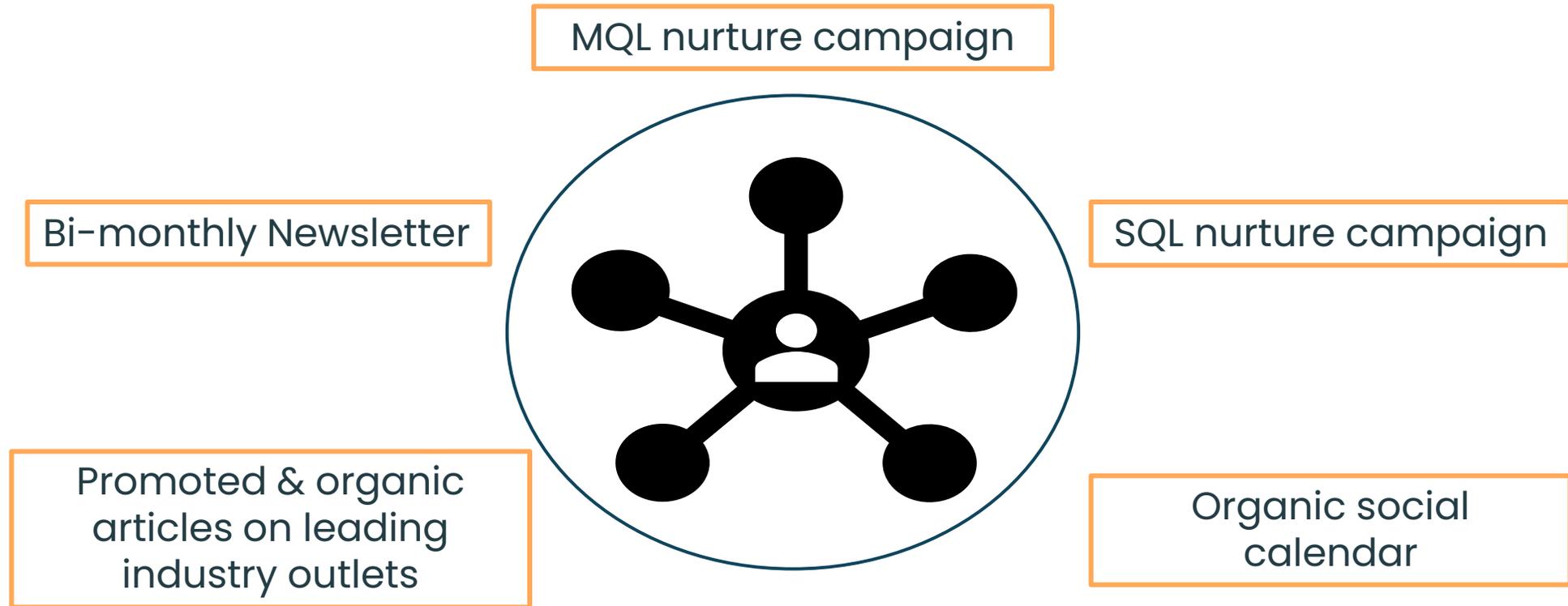
MQL→SQL
Conv. rate

15%

Session→
Contact Conv.
rate

Our goal: move this business to partners

Digital Marketing Activities



Main Marketing Activities

Conferences and exhibitions – AM Forum, Industry focused exhibitions (EPHJ, IDET), Gardner Webinar, 3D Natives webinar, open houses and more



Main Marketing Activities



Distributor Spotlight – ERM & Tritone @ EPHJ

Exhibition Focus:

Jewelry, Watch, Medtech, Microtechnics 4 days

Typical exhibitors:

- ▶ Local subcontractors (Swiss and French companies)
- ▶ Tool manufacturers
- ▶ Machine manufacturers (Mainly milling – Less than 10 booths in AM)



Distributor Spotlight – ERM & Tritone @ EPHJ

The Booth

18m² with 2 open sides

- ▶ 18000€ for the booth
- ▶ Total exhibition budget: 25k€

4x ERM people and 1x Tritone (Steffen)

Big size picture of Dominant for eye catching

Many, many parts in Metal and Ceramics

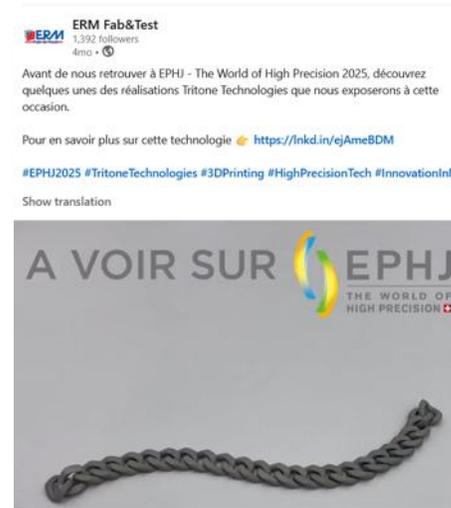
- ▶ Gross
- ▶ Post-processed to show the possibility to reach expected quality



Distributor Spotlight – ERM & Tritone @ EPHJ

Pre-Event Marketing

- ▶ Individual emails for all contacts of previous years in the verticals → Meetings booked in advance with some contacts
- ▶ LinkedIn campaign: 6x ERM messages in previous weeks (French) + Tritone messages (English)
- ▶ Dedicated flyers and cards on parts (Productivity and cost-per-part)



Distributor Spotlight – ERM & Tritone @ EPHJ

The Results

- ▶ 70 contacts including 50 interested in Tritone
 - ▶ Rolex, Blancpain, Breguet, Boucheron, Cartier, Richemont, Swatch, Hermes
 - ▶ 4 Companies focused on gold
 - ▶ 6 Tool manufacturers
 - ▶ Many local subcontractors
- ▶ Contacts from visitors, but also other exhibitors (Hunting in alleys)
- ▶ 11 sales process opened (Visios → Visits → Samples...) after the exhibition
- ▶ 2 weeks of ERM+Tritone visits in CH+FR since June 2025

Distributor Spotlight – ERM & Tritone @ EPHJ

Conclusion

- ▶ Why focusing on vertical market exhibitions?
 - ▶ Meet people who do not usually participate to AM exhibitions
 - ▶ Open discussions with the main players of the market: OEM, Tier-1, Tier-2
 - ▶ Understand challenges of vertical markets during focused discussions
- ▶ Less competitors exhibiting → Bigger visibility for Tritone

Dedem Presentation

Partner Goals 2026



Expand Market Visibility

Increase presence
across key regional
industries



Accelerate Digital Engagement

Audience reach, lead
generation and brand
credibility



Clear & Shared Marketing Vision

Aligning global brand
direction with local
market execution

Partner KPIs 2026

Exhibitions & Events

- ▶ Finalize events by end of year
- ▶ Targets defined per distributor, based on prior-year performance and market potential.

Online Events & Media Collaboration

- ▶ Execute joint webinars and online product showcases
- ▶ Collaborate on media promotion through local press

Organic Content Sharing

- ▶ CTR, Engagement rate and interaction stats
- ▶ Share organically material from the partner zone

Dedem

▶ Exhibitions & Events

- ▶ Annual open house
- ▶ 2 exhibition

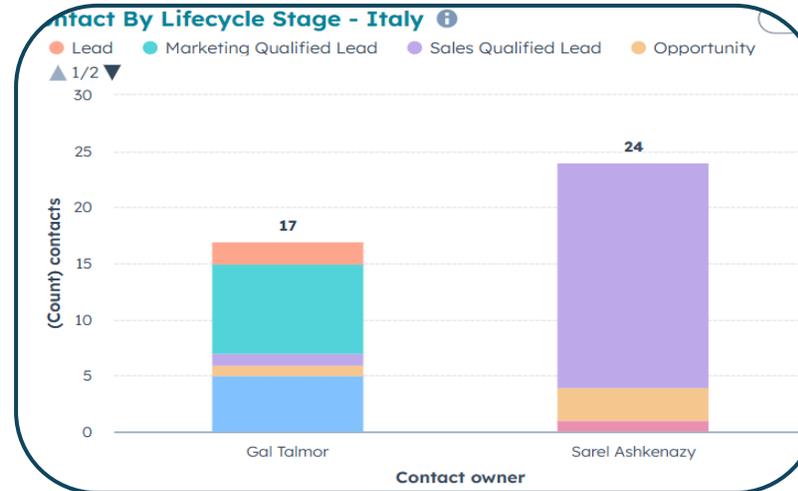
▶ Online Events & Media

Collaboration

- ▶ 2 webinars
- ▶ Local brand awareness & retargeting campaign (lead-gen)

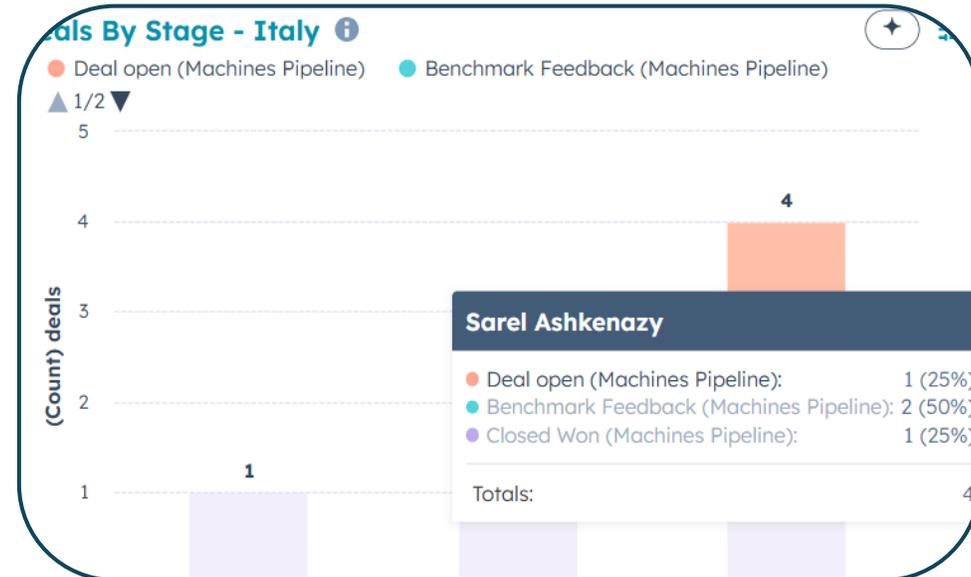
▶ Organic Content Sharing

- ▶ Reach 25% engagement rate
- ▶ Shared asset once a month one Dedem's social channels (case studies, pro tips)



Contact By Source - Italy

Contact ID	Source	Origin
Forno (121906680434)	Import	Dedem Open House Lead
Corna (121898209025)	Import	Dedem Open House Lead
to Marinoni (121897658708)	Import	Dedem Open House Lead
(135964120654)	Import	contactimport1.csv
(93660257692)	Import	contactimport1.csv
Nicolini (82163129528)	Import	Formnext2024_Leads +
Barbarossa (121906680435)	Import	Dedem Open House Lead
ni Taraschi (121897346194)	Import	Dedem Open House Lead



Lead Journey & Qualification Explained

Stratasys Opportunity

Great opportunity !!!

- ▶ Power of large marketing organization
 - ▶ Lead generation
 - ▶ Marketing activities
- ▶ Sales
 - ▶ Access to key accounts
 - ▶ Access to large polymers customers that want to expand their business

MoldJet's High Industrial Fit – Segments

Primary



Tooling



Defense & Aerospace



Luxury & Fashion



Research & Education

Secondary



Medical



EV's

Implementing HubSpot to Manage our Pipeline

The screenshot displays the HubSpot Reports dashboard for 'Tritone Technologies'. The main section is titled 'All deals and Insights' and shows a funnel view of the sales pipeline. The metrics are as follows:

Metric	Value	Average per deal
TOTAL DEAL AMOUNT	\$16.98M	\$446.84K
WEIGHTED DEAL AMOUNT	\$5.94M	\$156.39K
OPEN DEAL AMOUNT	\$12.93M	\$497.31K
CLOSED DEAL AMOUNT	\$4.05M	\$557.5K
NEW DEAL AMOUNT	\$0	
AVERAGE DEAL AGE	4.6 months	

The funnel view shows the following stages and deal counts:

- Deal open: 19
- Benchmark Decision Critical It...: 4
- Benchmark Feedback: 3
- Price Quotation: 0
- Negotiation: 0
- Closed Won: 12
- Closed Lost: 0

Individual deal cards are visible for each stage, including details like amount, close date, and owner.

HubSpot

You have been made the Contact owner of the contact "Marine Lê Quang"

CONTACT

- Marine Lê Quang
- m.lequang@dm-surfaces.ch
- +41329683176

[View Contact](#)

HubSpot

New submission on HubSpot Form "Book a Meeting - Formnext25"

Page submitted on: [Meet us at Formnext 2025](#)

First name:
Marine

Last name:
Lê Quang

Email:
m.lequang@dm-surfaces.ch

Phone number:
+41329683176

Lead → MQL → SQL → OPP

Lead

All who enter the database organically

MQL

Subscriber to marketing material
Relevant company from relevant industry

- Scanned lead from an event
- Downloaded one of our assets on the website – Whitepapers, case studies.
- Visited our website from a promotion
- Proven interest in Tritone

SQL

The right person from a Relevant company from relevant industry

- Lead who requested a demo
- A lead from a target account (ABM)
- Lead with relevant background (company, industry, title, seniority) and proven interest

OPP

BANT Qualified
Benchmark
Requested / Service
requested

**Tritone
Newsletter**

**Marketing
Nurture
Campaign**

**Sales
Nurture
Campaign**

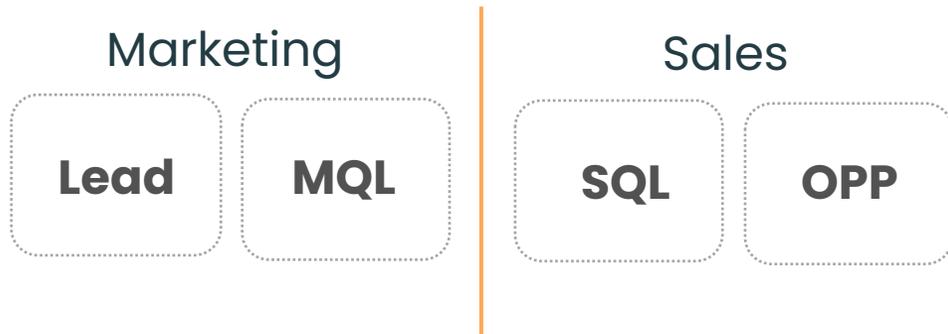
Sales Interaction with SQLs



Activities when a contact is converted to SQL

1. Reach out personally – set a meeting
2. Collect information
 - ▶ Materials
 - ▶ Notes, document activity
 - ▶ Current technology used /competition
3. Educate the customer about MoldJet
4. BANT Qualification

Convert SQL to Opportunity



1. BANT Qualification

- ▶ **Budget**
- ▶ **Authorization** - are we speaking with the right decision makers
- ▶ **Need** - do we and the customer identify the need?
- ▶ **Time** - when they will be ready to purchase - 24 months

2. Benchmark request - BANT is not enough

Need - Our main funnel management bottleneck

How to identify the NEED?

How to make sure that we are investing the right efforts in the right place

- ▶ Type of the business?
 - ▶ Contract Manufacturers that produce for the focus segments
 - ▶ Early adaptors (Polymers, other metal AM, CNC, etc')
 - ▶ MIM producers
 - ▶ PM producers
- ▶ Materials ?
 - ▶ Variety of materials
 - ▶ Fit to Tritone technology?
- ▶ Application
 - ▶ What type of parts?
 - ▶ Geometries ?

Does the customer have access to sintering furnace?

Tritone @ Formnext

What do we need from you?

- ▶ Spend time with us in our booth
- ▶ Lead Generation (forms +scan) – not only in Tritone booth
- ▶ Competition - collect intelligence, news
 - ▶ Collect any possible data on cost per part (Powders, labor, debinding, Sintering)
- ▶ Daily brief and summary 15 minutes before and after show time
- ▶ Set up meeting with customers from your territory

2026 – year of opportunities

- Market changes (M&A's)
- Technology Maturity
- Adaptation of SBAM technologies

Tritone Products and Services

Where we focus our innovation

▶ **Materials:**

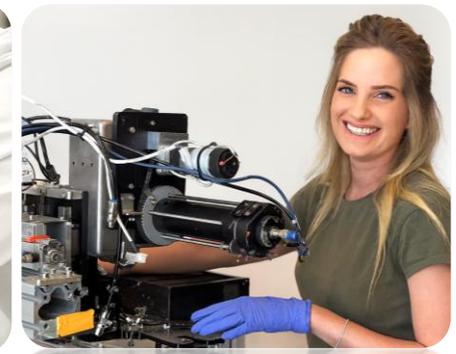
- ▶ Specially-customized : advanced ceramics, cemented carbides,
- ▶ New off-the-shelf : Inconel-718, Pure Copper, Alumina

▶ **New geometries (hollow structures, closed cavities)**

▶ **AI Inspection & response – advancing our algorithms training**

▶ **Neat post-print workflow**

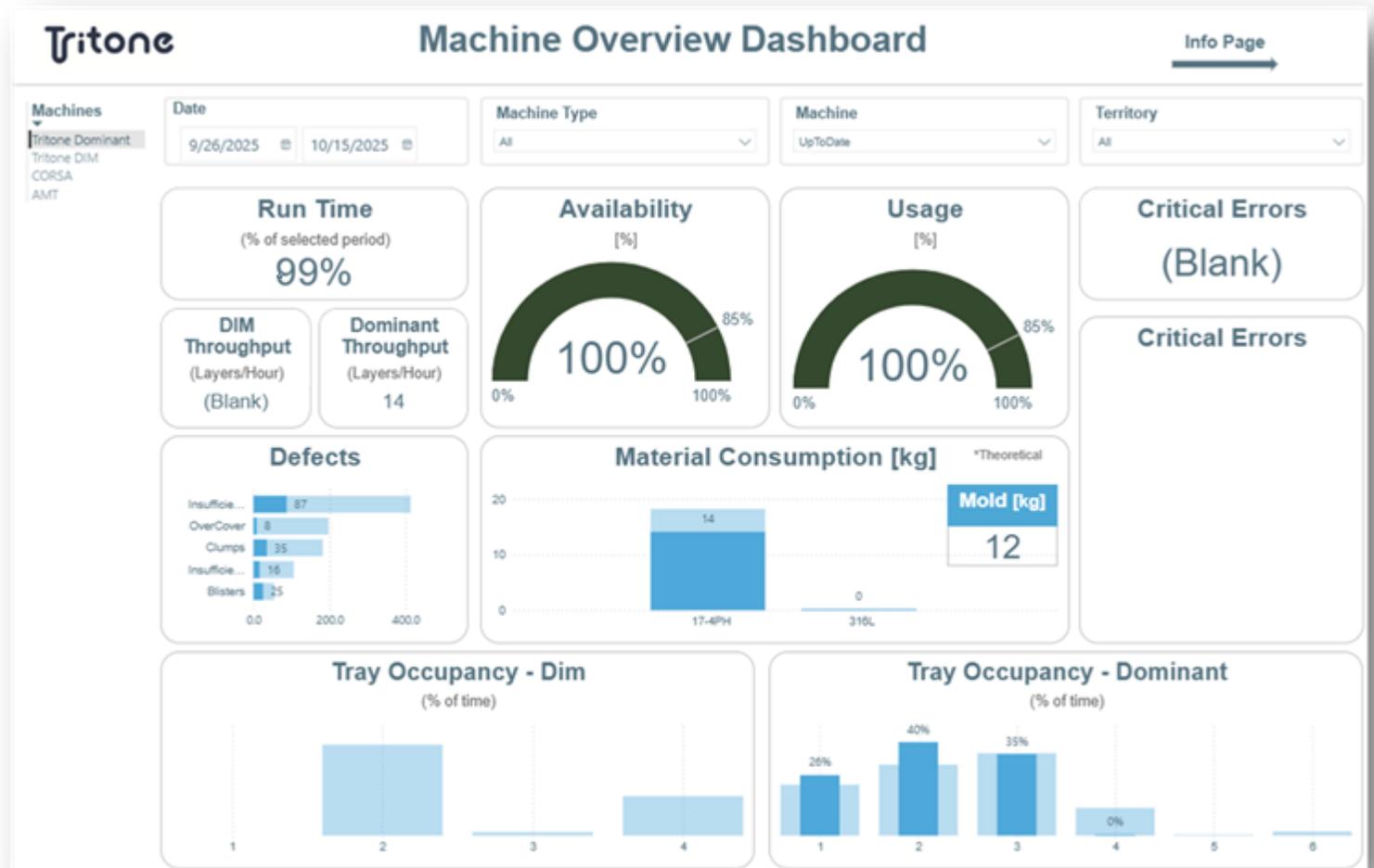
The
people
behind
the
emails...



We keep improving our technology

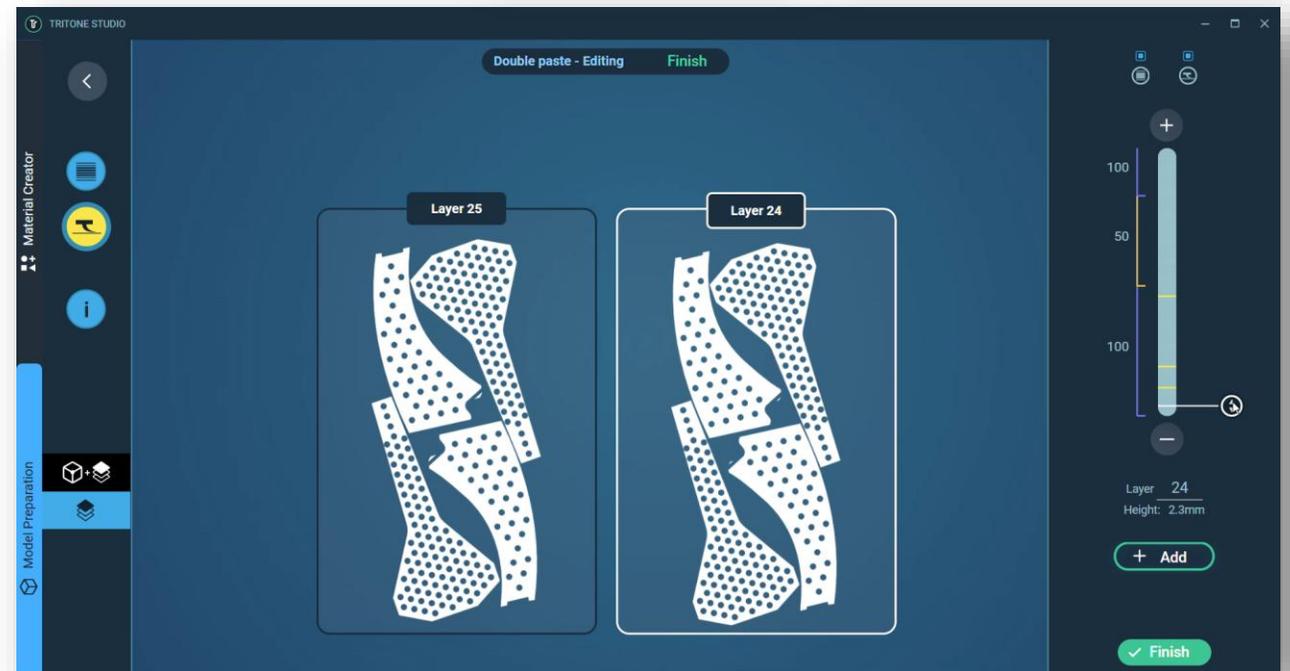
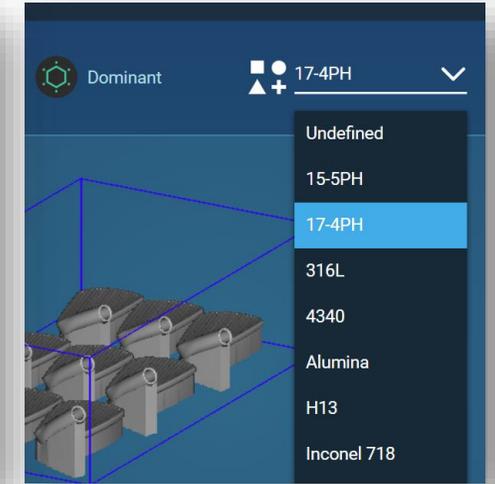
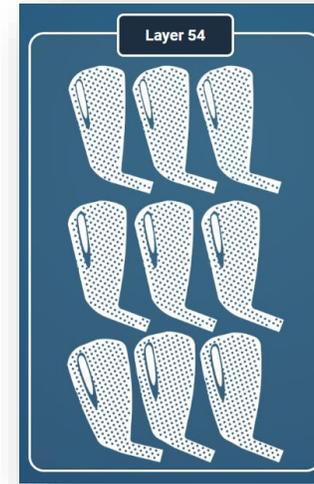
▶ AM Systems – Dominant & Dim:

- ▶ Performance & Reliability
- ▶ Autonomy
- ▶ Efficiency



Usability & Digital Workflow

- ▶ **CAM software – Pyramis**
- ▶ **Tritone Studio as a bundle with machine software**
- ▶ **Smarter job preparation:** pre-set machine parameters like layer thickness, material, inspection intensity



Customized Material Development

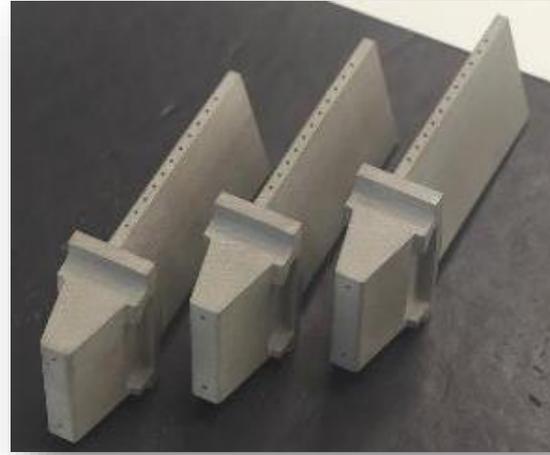
- ▶ **Setting a higher bar for entry to projects:** less 'exploration' exercises, more commitment of all parties, dedicated budgets, solid business potential
- ▶ **Fueling demand:** parts → materials → machines
- ▶ **Examples of projects:**
 - ▶ Precious metals
 - ▶ WC
 - ▶ Piezoelectric ceramics
 - ▶ Colored Zirconia
 - ▶ Invar
 - ▶ Customized Stainless steels & High Nickel alloys



Roll out of new off-the-shelf materials

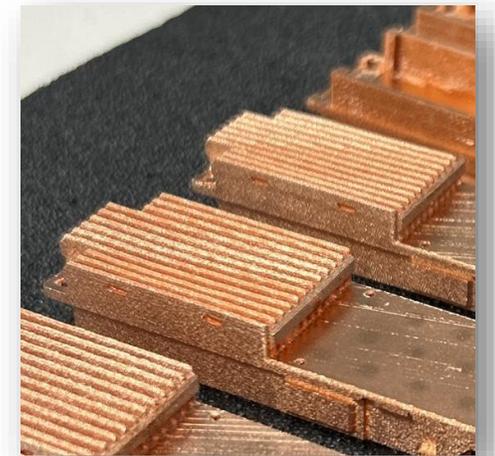
▶ **Inconel 718** (AMS-5917 compliant): **Released**

- ▶ Density (as-sintered): >98%
- ▶ Strength_(HIP+HT): UTS-1290 MPa ,Rp_{0.2%}-1120 MPa
- ▶ Elongation_(HIP+HT): >6%
- ▶ Hardness_(HIP+HT): >40HRC



▶ **Pure copper** (>99.7% purity): **Beta**

- ▶ Density >97%
- ▶ Electrical Conductivity: 92-98% IACS
- ▶ Thermal Conductivity: >330 W/(m·K)
- ▶ UTS / Rp_{0.2%}: >210 MPa / >60 Mpa
- ▶ Elongation: >40%



Roll out of new off-the-shelf materials

▶ Alumina (Al₂O₃): **Beta**

- ▶ Density: >98%
- ▶ Bending Strength (3-point): >350 MPa
- ▶ Hardness (HV10): >1,600
- ▶ Dielectric Constant (1KHz...1MHz): >9.8



Tritone Mfg. Service (TMS)

▶ Our goals:

- ▶ Drive customer-success through a project-centered approach
- ▶ Infuse MoldJet-made parts into the industry
- ▶ Discover industries & applications where MoldJet adds value

▶ Previously overlooked opportunities, not anymore

▶ Already in the pipeline:

Civil aviation (GSE), Defense (special-forces firearm),
Heavy machinery, Sports gear ...

▶ Former Metal BinderJet projects seek better options

▶ Got a lead? Let's discuss...



The Right Match: Applications & Industries

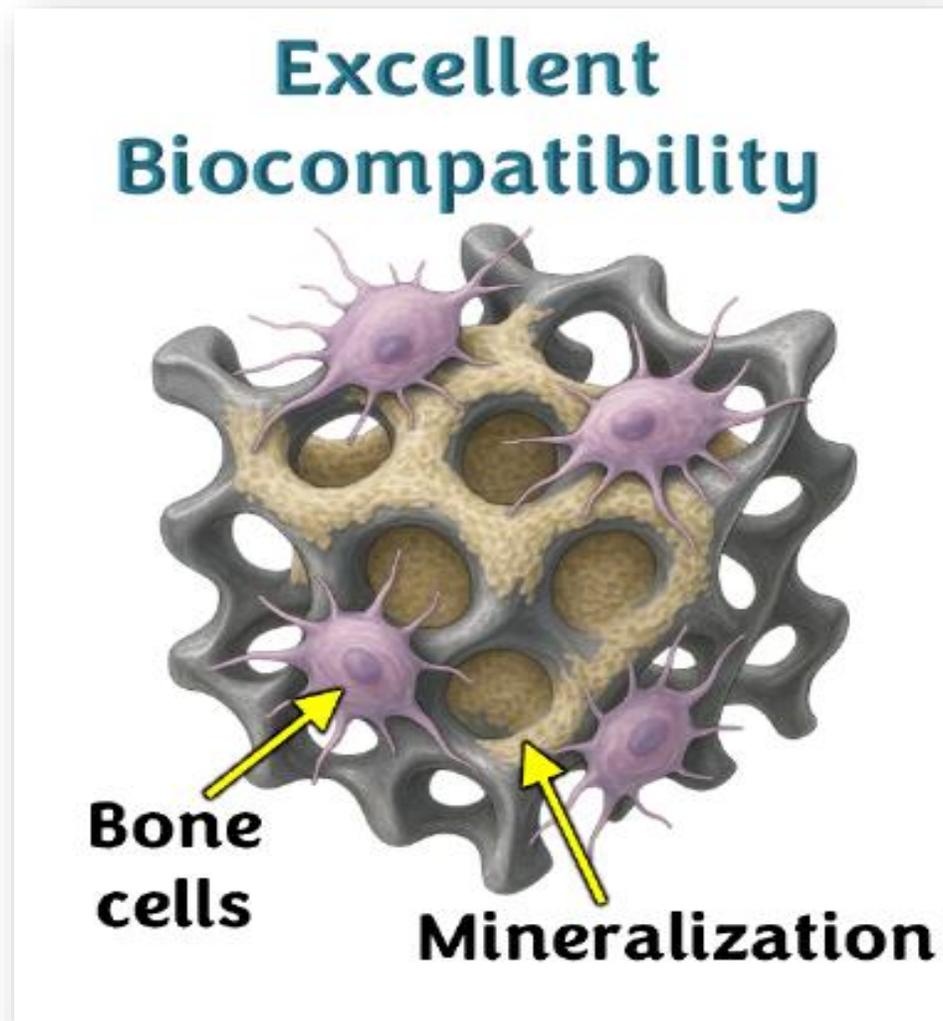
MoldJet News 2025

Deep dive into core capabilities

- Biomedical Implants compatibility study
- Close Cavities – Patent
- VLT qualification
- ‘Green’ & ‘Brown’ part mass surface finish
- Industries & real use cases 2025 – poor fit & good fit

MoldJet 316L Biocompatibility for Biomedical Implants

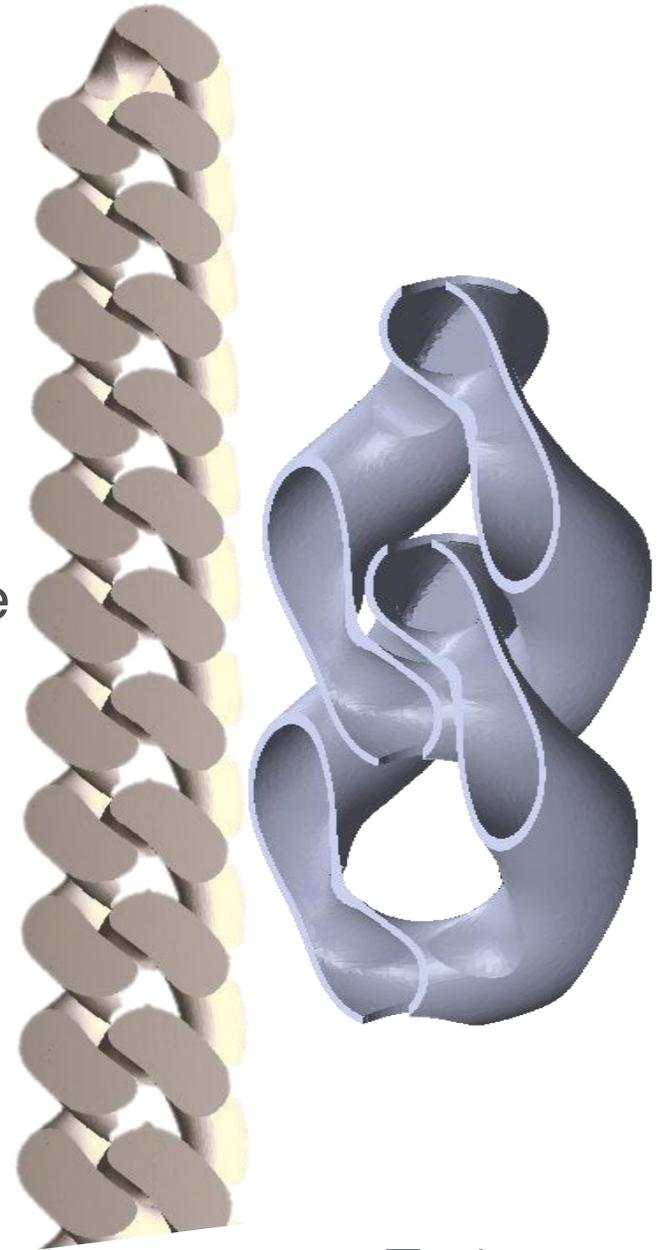
Prof. G. Katarivas Levy, Ben-Gurion University



Close Cavities - Advantages

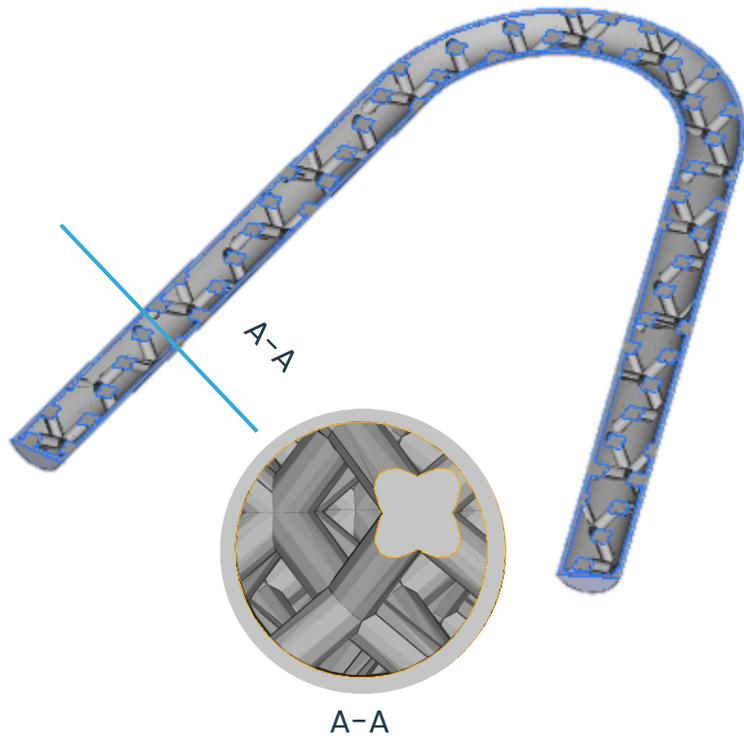
Sectors: Aerospace, Luxury, Medical, food & tooling

- **Lightweighting:** closed shelling, unchanged external shape
- **Controlled Inertia:** enhanced design freedom
- **Easy sterilization :** for the medical and food sectors

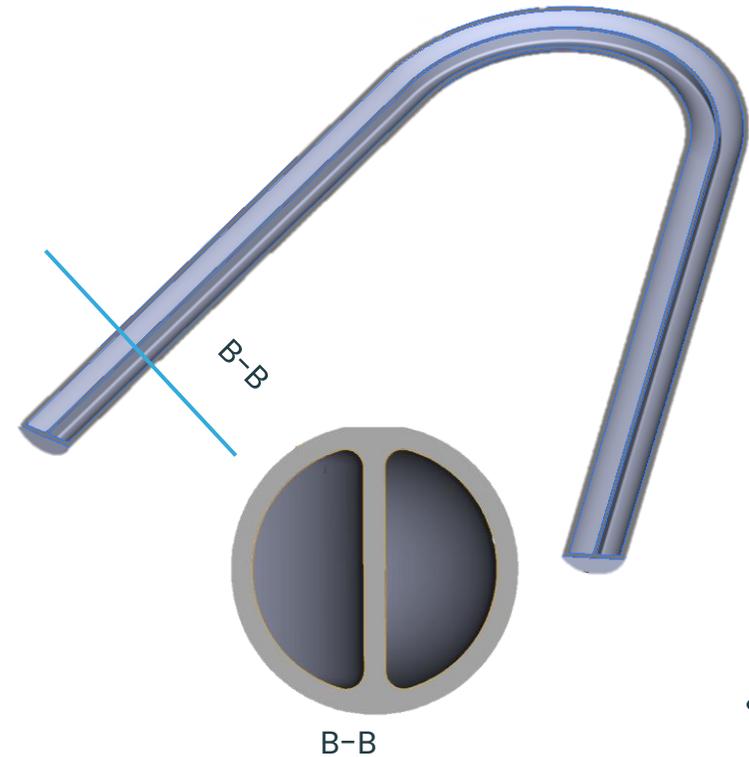


Close Cavities with internal structures

Shell thickness [mm]	0.4	0.6	Solid
Structure thickness [mm]	1.5	1.5	-
Weight [gr]	35	45	75
Weight Save [%]	54	40	1

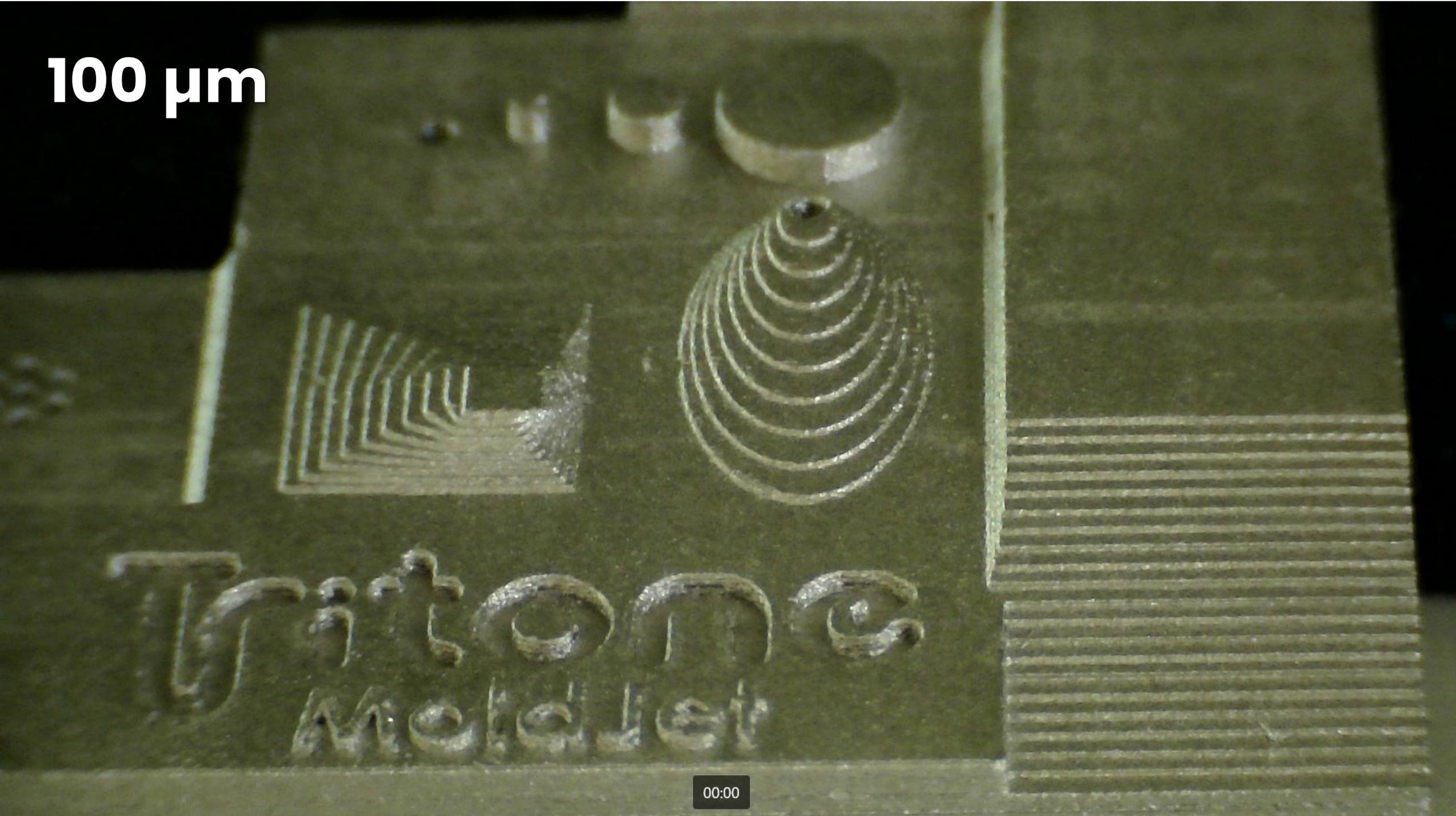


Shell thickness [mm]	0.4	0.6	Solid
Structure thickness [mm]	0.3	0.4	-
Weight [gr]	20	30	75
Weight Save [%]	74	60	1

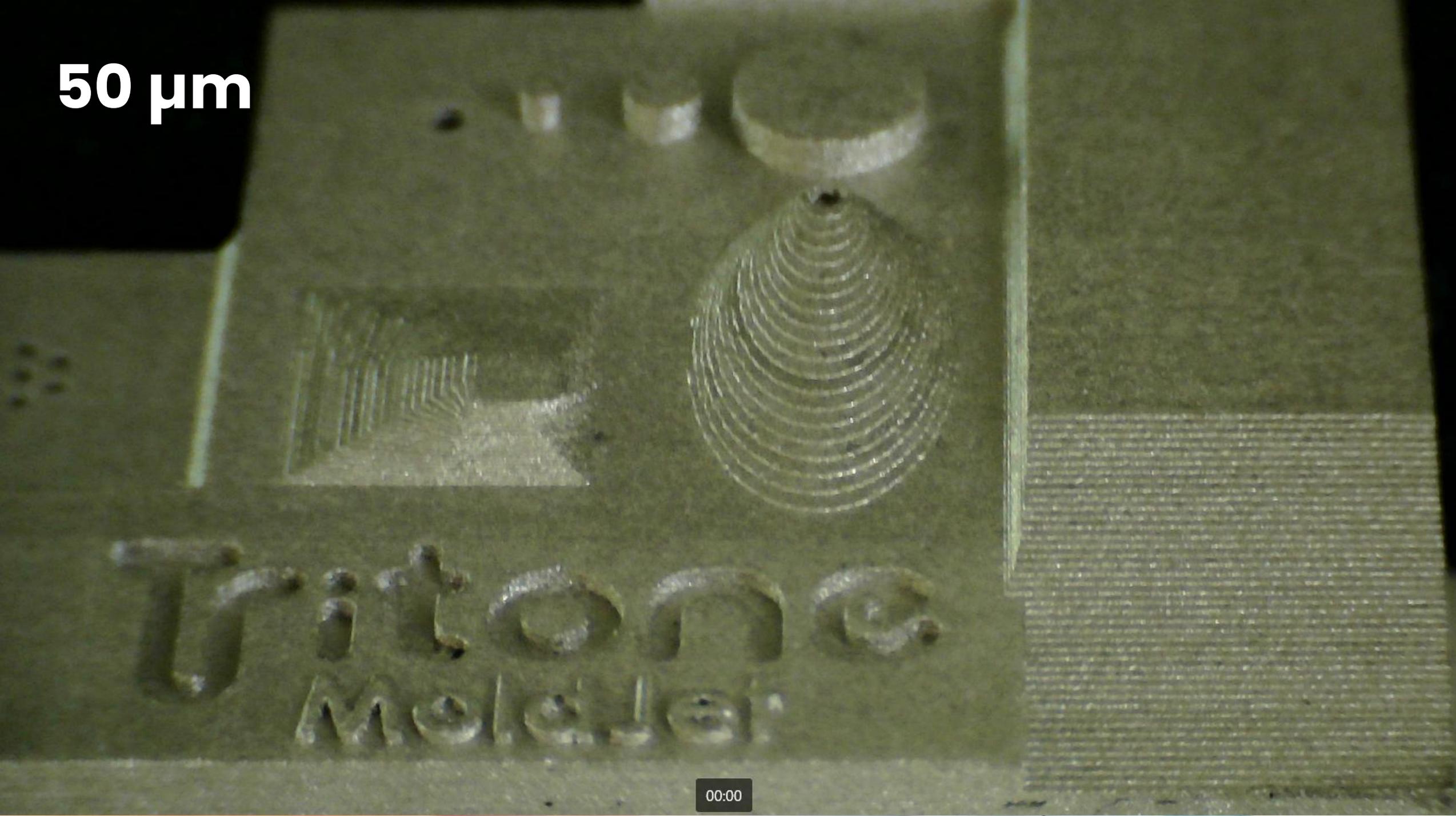


Variable Layer Thickness (VLT) Enhancements

100 μm



50 μm

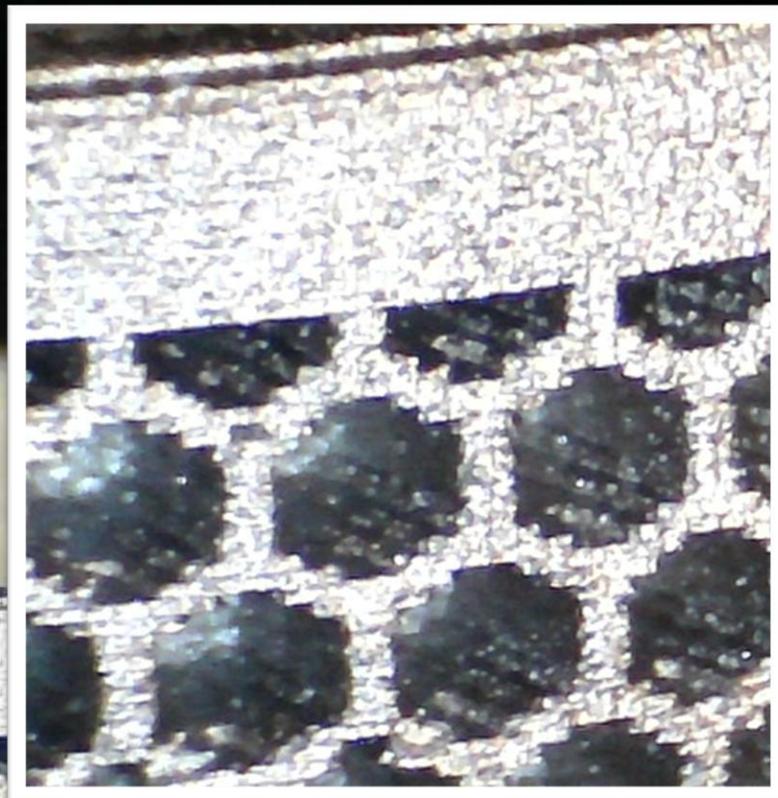
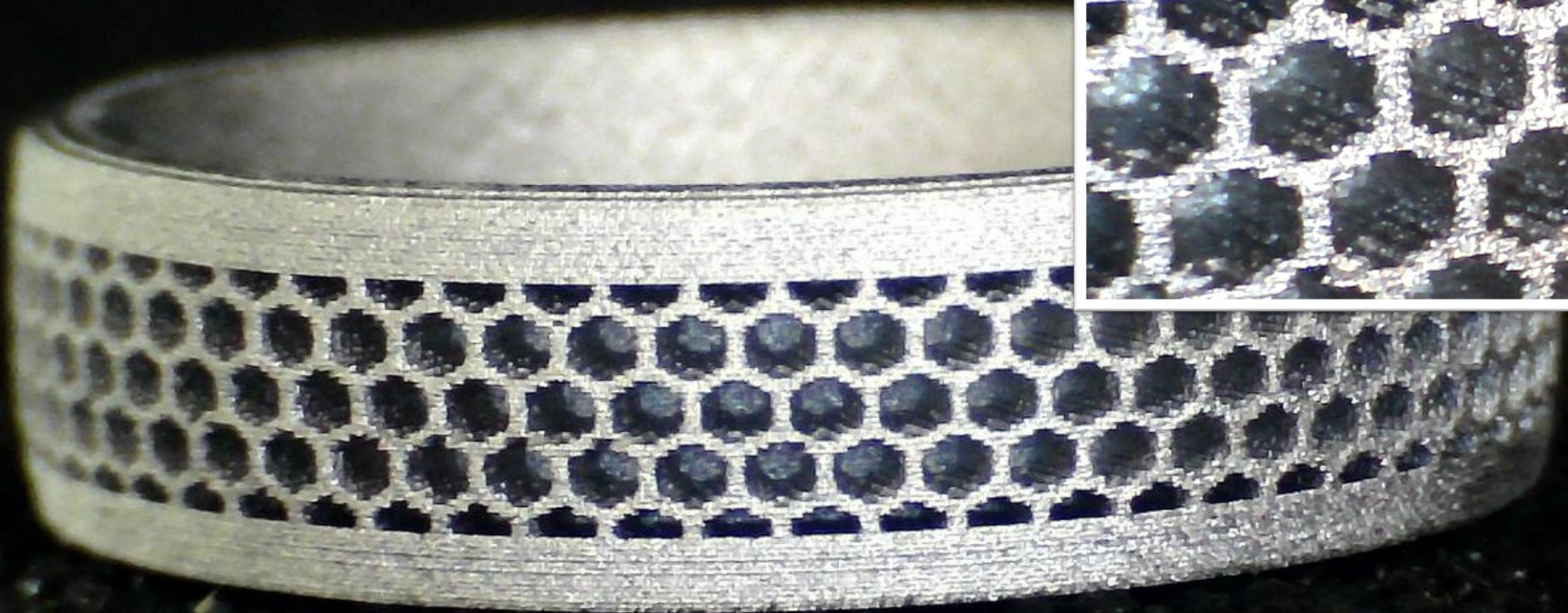


25 μm



00:00

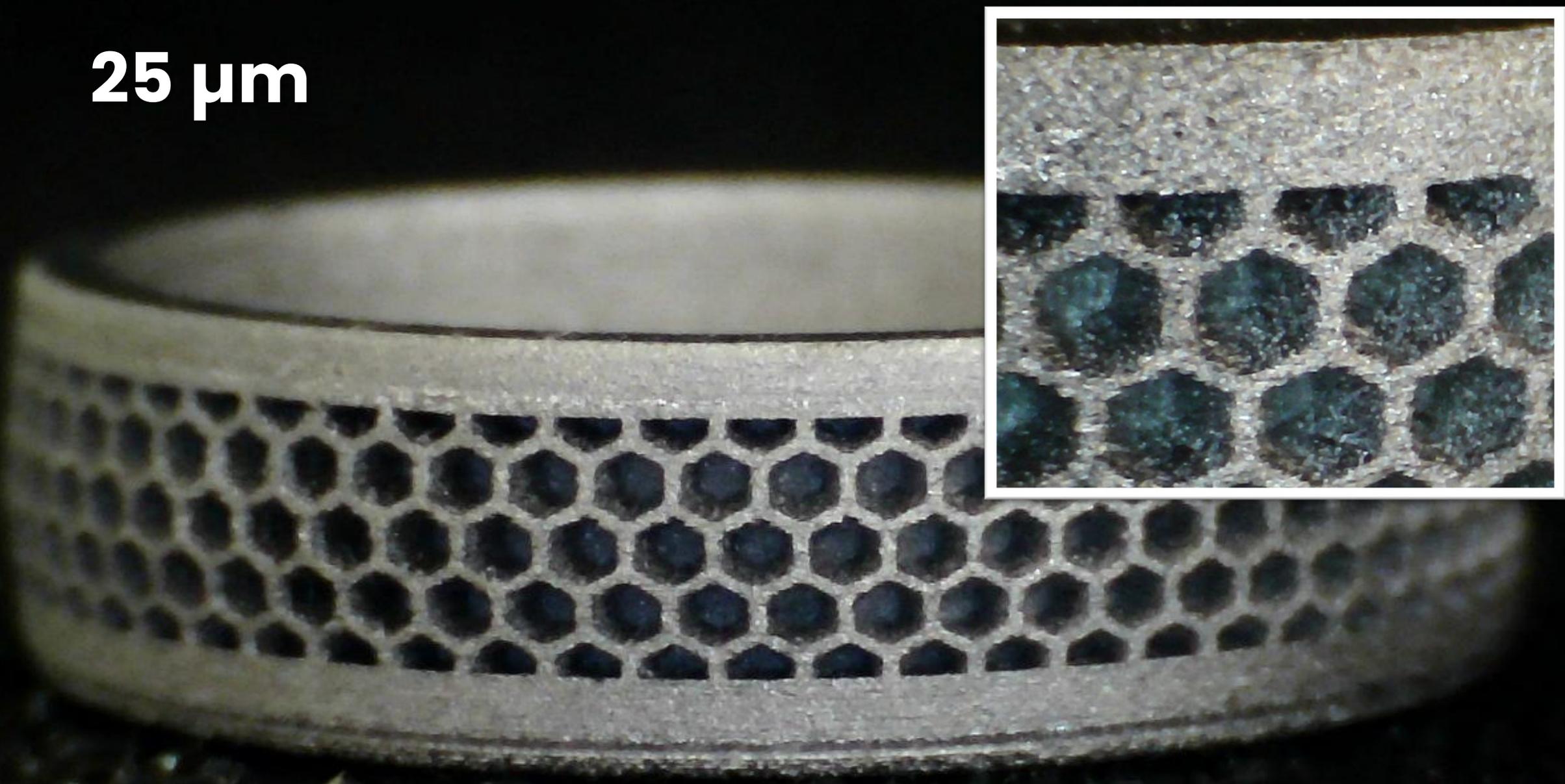
100 μm



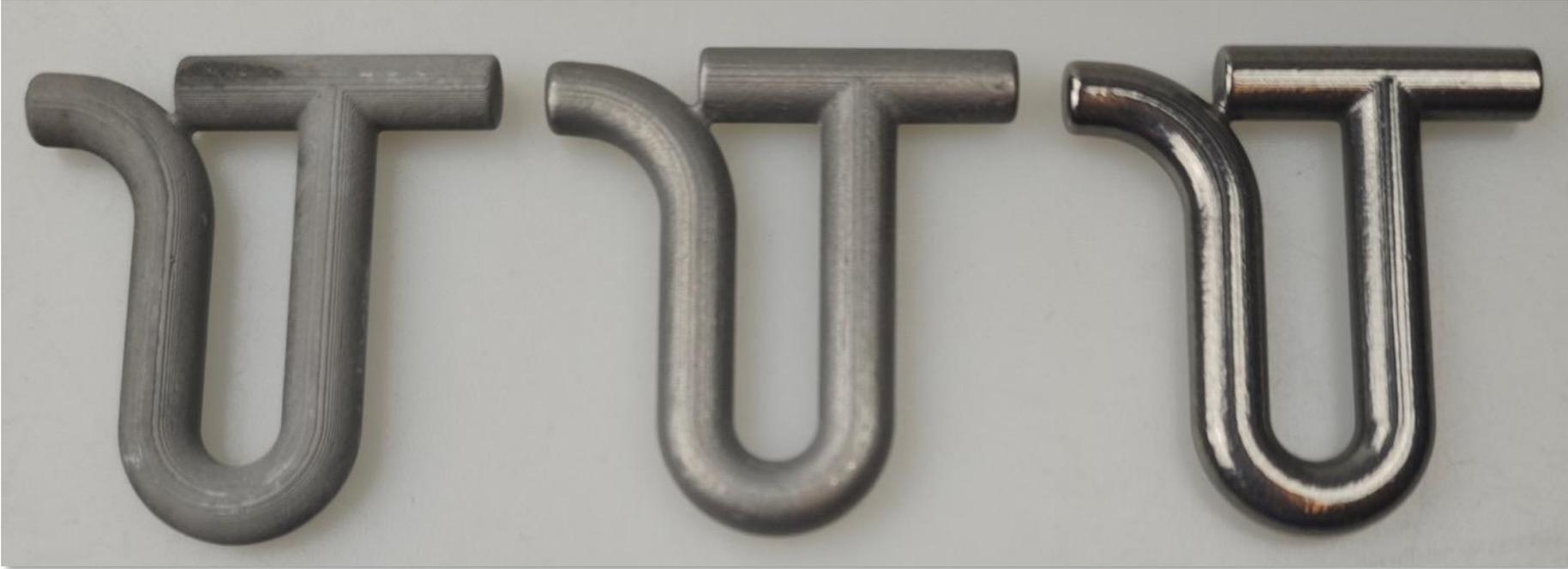
50 μm



25 μm



'Green' & 'Brown' part mass surface finish



Brown part deburred and polished.

MoldJet Manufacturing of Isotropic 316L Stainless Steel: Microstructure, Mechanical Properties, and Biocompatibility for Biomedical Implants

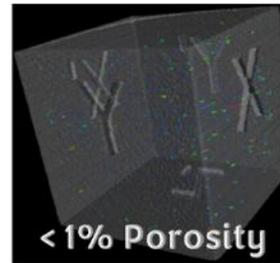
Graphical Abstract

Tritone
Industrial Additive Manufacturing

MoldJet® 316L SS



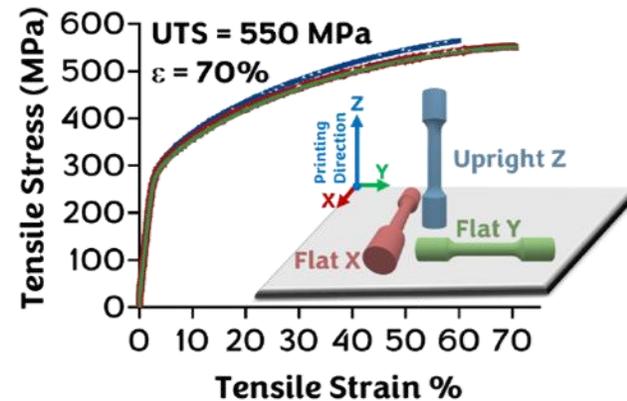
Equiaxed Grain Microstructure



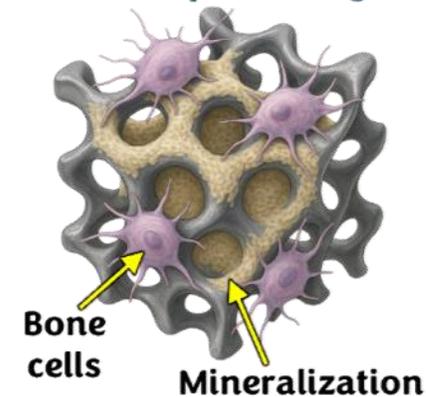
Superior Passivation



Isotropic Mechanical Properties



Excellent Biocompatibility



Real Use Cases - 2025

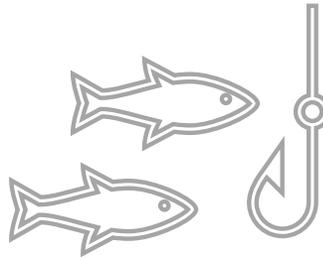
Good Fit & Poor Fit

Technical Fit vs. Business Fit

'A part is not just a geometry — it's the doorway into the customer's production needs'

Technical Fit

- Geometry complexity
- Material of choice
- Tolerances & Surface finish
- Throughput requirements
- Post-processing needs



Business Fit

- Part-family potential
- Recurring / spare demand
- Manufacturing Bottlenecks
- Openness to redesign
- lead time risk reduction
- Strategic account growth potential

A 'poor fit' part can lead to a great business case —when customer context is right.

Made for MoldJet

Luxury

Jewelry

Attract customers looking for a perfect **polish** on any shape — fully **support-free**, with proven results in **precious metals** thanks to a unique method that applies the metal only where it's needed.



316L



360 parts in 24 hours



20x20x24 mm



Fashion

MoldJet attracts innovators in fashion design thanks to its high **resolution** and **productivity**, broad material selection, **woven-like** geometries, and ability to support **custom materials**.



Zirconia



1140 parts in 9 hours



20x20x9 mm



316L



306 parts in 7 hours



30x30x7 mm



Sports & Specials

Rising demand for **customized** and personalized manufacturing in sports, automotive, and travel is fueling the development of **high-resolution texture**, design-driven parts that push the boundaries of **functionality**.



316L



60 parts in 24 hours



108x60x24 mm



Wearables

A fusion of the fashion and jewelry - focused on watches, watch bracelets, and eyewear — enable a **unique design language** while pushing the boundaries of **esthetics-to-cost** ratios

Look for Tritone's top Model !



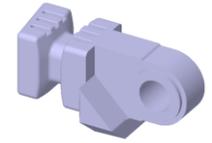
Titanium



5100 parts in 6 hours



11x6x6 mm



Copper / 316L



187 parts in 3 hours



204x13x4 mm



Titanium / 316L



120 parts in 9 hours



50x61x9 mm



Medical device

Medical Devices

Must meet exceptionally high standards to ensure **patient safety, performance,** and **reliability.**

Contamination-free surfaces. Materials must be **biocompatible,** durable, and dimensionally stable to perform under repeated use.



17-4PH



72 parts in 22 hours



20x22x280 mm



Medical Devices

Invasive procedures require **polished** surface finishes and strict adherence to **sterilization** protocols. Tritone's **hollow-part** capability enhances **ergonomics** while maintaining high **repeatability** and **accuracy**.



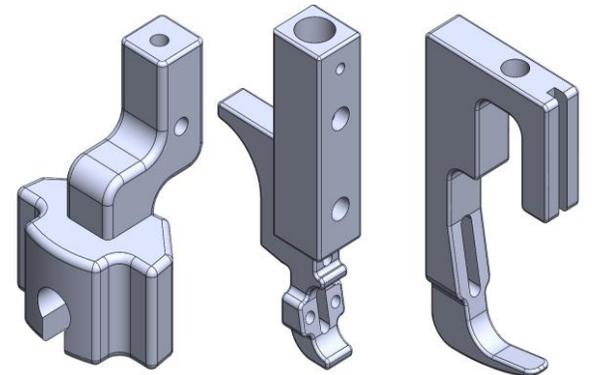
17-4PH



290 parts in 72 hours



36x47x106 mm



Tools & Devices

Heat Exchange



Copper



12 parts in 17 hours



200x170x17 mm



Copper



1,870 parts in 10 hours



28x10x15 mm



High Power

Components endures **high voltages**, elevated temperatures, and continuous **electro-Mechanical stress**.

Material purity, and consistent dimensional **accuracy** are essential.

Complex hollow structures enables enhance **cooling** and overall **efficiency**, for mission-critical electrical applications



316L



594 parts in 20 hours



36x16x118 mm



Copper



108 parts in 39 hours



54x60x39 mm



Copper



216 parts in 60 hours



51x51x60 mm

Cooling & Flow

Cooling & flow-control devices must deliver uncompromising **reliability**, precision and safety.

Handling liquids, gases or steam, it must resist **corrosive & high-temperature** with **tight fit**.



Titanium / 316L



270 parts in 40 hours



48x28x40 mm



Titanium / 316L



84 parts in 35 hours



19x61x35 mm

Cooling flow device



Titanium / 316L



270 parts in 8 hours



28x30x8 mm

Aerospace & Defense

A&D – Sensors

Sensor manufacturing such as **IR**, **Optical** and **RF**, demands exceptional precision and intricate geometries that conventional manufacturing struggles with.

MoldJet's **powder-free** and **supportless** process, high throughput and optimized range of Materials is the right fit.



Titanium



6 parts in 48 hours



203x203x48 mm



Titanium / 17-4 PH



396 parts in 55 hours



21x38x21 mm



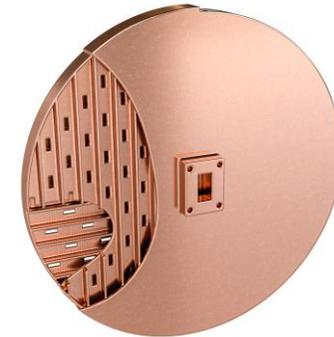
17-4 PH / Copper



96 parts in 32 hours



80x80x26 mm



A&D – Silencers

MoldJet **material** range delivers superior thermal performance and controlled **forward gas flow** geometry while withstanding extreme **impacts**, rapid **temperature fluctuations**, and harsh operating conditions.



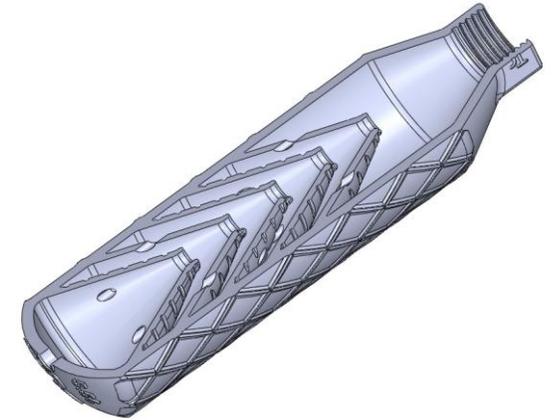
In718



36 parts in 46 hours



45x45x172mm



Simply **don't fit** for MoldJet

Simply **Don't Fit**

Too small or too delicate parts with slender geometries may **collapse under their own weight during sintering**.

Components that require **tight tolerances at very small scales**—fall outside the practical limits of the technology.



Titanium



15x15x40 mm



Simply **Don't Fit**

Sheet-Metal or rivet assemblies

These examples show assemblies of large, thin sheet-metal structures.

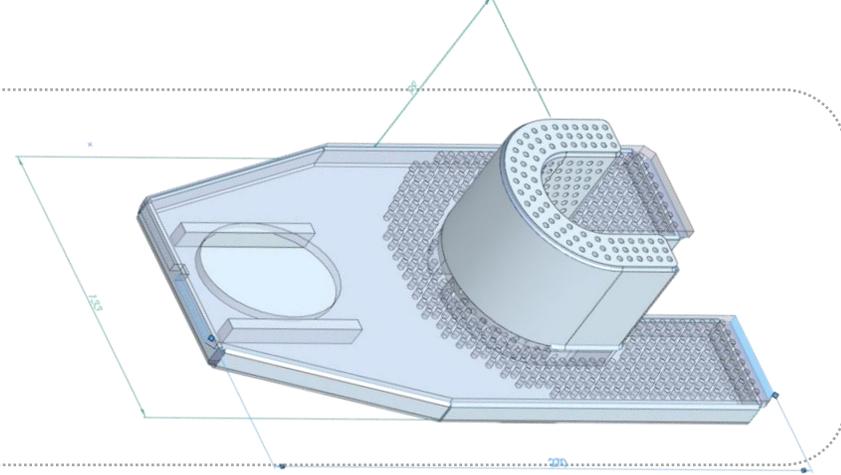
Wide, **unsupported** foil are prone to **self-weight collapse** during sintering, preventing structural integrity and dimensional accuracy.



17-4PH



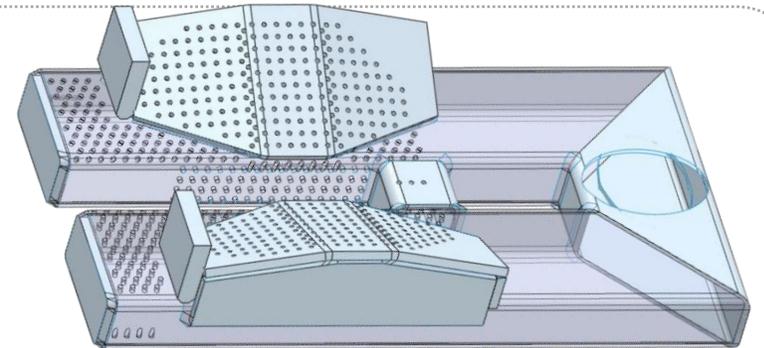
270x133x99 mm



17-4PH



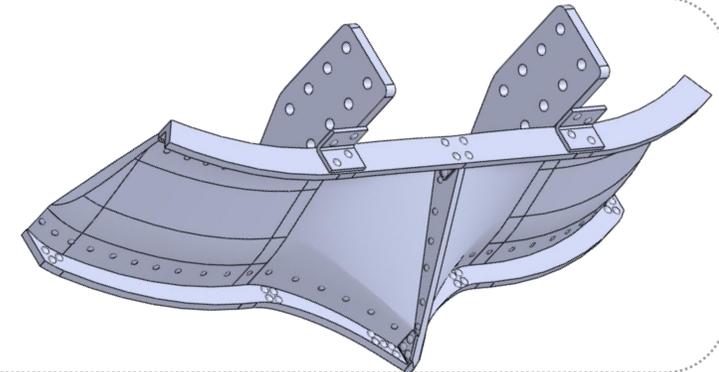
288x155x64 mm



17-4PH



189x65x53 mm



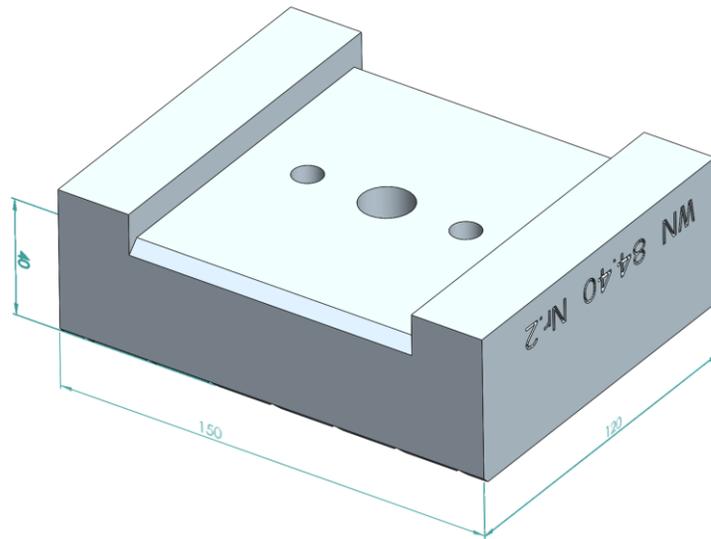
Simply **Don't Fit**

Parts requiring **extreme setters** are unsuitable.

Designs such as glasses frames are **highly sensitive to handling & distortion**.

Large diameter, thin tubes may **collapse by self-weight**.

Thick sections exceeding **15 mm** do not sinter uniformly.



17-4PH



288x155x64 mm





Tritone's Application Team

Thank you!





Tritone
Industrial Additive Manufacturing

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