

PRESS RELEASE

Replique and Siena Garden present the Eternal Spare Part – produced on demand, locally and at any time

- **Siena Garden, one of Germany’s leading providers in the garden sector, integrates Replique's 3D printing platform into its aftersales business**
- **Replique contributes to Siena Garden's sustainability strategy by providing customers with spare parts on-demand and for an infinite period of time**

Mannheim, Germany - October 20, 2021. Replique, provider of a secure 3D printing platform announces the partnership with Siena Garden, brand of H. Gautzsch Firmengruppe. Together, they introduce the concept of the Eternal Spare Part, offering customers spare parts over the entire lifespan of a product. Garden furniture that had to be disposed due to worn-out parts, such as foot caps or joints, will be a topic of the past. This is enabled by digitally storing spare parts and producing them on demand via Replique's 3D printing platform. The services of Replique not only lead to cost advantages compared to common aftermarket strategies, but also help to achieve greater sustainability through longer reparability.

Spare parts as a key competitive factor

To offer Eternal Spare Parts to its customers, Siena Garden seeks to further expand its [spare parts online shop](#) with Replique by adding a substantial number of 3D printed spare parts to its offering.

"Today, customers are demanding sustainable and repairable products," says Peter Benthues, CDO of H. Gautzsch Firmengruppe. "This is also seen in recent efforts such as the right-to-repair regulations. Siena Garden wants to go one step further here. This is the claim of the brand: more care, at a better price."

Siena Garden’s online shop are foot caps, connecting parts, as well as moving parts - initially critical products, which directly relieve their after-sales business. The components are made of different polymers that are particularly suitable for outdoor use to optimally withstand UV radiation and moisture.



Image: 14 spare parts for garden furniture are produced so far over Replique's platform (Source: Siena Garden)

Sustainability and flexibility through on-demand production

"Offering spare parts over a longer period of time is currently hardly possible due to high minimum order quantities, storage costs and one-sided procurement strategies," says Dr. Max Siebert, Co-Founder and CEO of Replique. "Product life cycles are thus shorter than they could be. This not only leads to immense costs, but also contradicts the ethical principle of sustainability that Siena Garden has set.", adds Benthues.

Replique offers the solution to this challenge: spare parts are stored digitally on a platform and produced on demand using additive manufacturing technologies. In this process, fulfilment and production are triggered automatically - simply by placing an order on Siena Garden's online store. A suitable production partner from Replique's network produces and sends the requested spare part directly to Siena Garden's customer. Even with higher production costs, looking at the whole product life cycle, this strategy leads to economic and ecological advantages. In the end, spare parts can be produced locally and offered forever, prolonging the lifetime of their products.

Excellent 3D printing services with material expertise

In the joint project, Siena Garden uses Replique's systematic onboarding process. This includes the selection of suitable spare parts, digital conversion of technical drawings, as well as technology and material selection. This helps ensure both commercial viability and long-term performance of the printed parts.

"Replique was able to not only translate our 3D printing requirements, but also implement them on the spot," says Benthues. "The combination of Replique's expertise with their secure and scalable platform was a game changer for us." Through end-to-end encryption, Replique ensures Siena Garden's designs are securely stored and distributed on the platform. In addition, production parameters are fixed and monitored in this process.



Image: The foot cap "Fofana", redesigned for 3D printing, is produced out of „Ultrafuse® TPU 64D“, a strong and flexible filament newly introduced by Forward AM. Due to its high wear and abrasion resistance, it is ideally suited for the application. (Source: Siena Garden)



Image: The arm handle made of ASA guarantees a good grip, protects the user and covers open areas (Source: Siena Garden)

About Replique

Replique was founded by BASF employees from the fields of materials science and digitization. Their idea was to digitize and produce spare parts on demand so that they are available anytime and anywhere. To realize this vision, the team joined Chemovator GmbH, the incubator of BASF, in early 2020.

Replique provides a secure digital platform that enables OEMs to provide parts on-demand to their customers through a global and decentralized 3D printing network. As an end-to-end solution, Replique supports its customers along the entire value chain, including design, technology and material selection, and digital warehousing.

For more information on Replique, visit our website: www.replique.io

About Siena Garden

Siena Garden is one of the market leaders in the categories of garden tools and garden furniture. The end consumer sees in Siena Garden a likeable brand that offers all needed products to make his home even more beautiful. The focus lies on products with an appealing design and a competitive price/performance ratio. Through their sustainability initiative "mission less for more", ecological, social and ethical standards are continuously developed. The Eternal Spare Part is one of the latest initiatives in this regard.

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