The future of products
MOVE OVER, CHINA!
The future of manufacturing is alive in a five-person shop in Wellington, New Zealand. Think cheap, quick, green, and global. And everything’s made to order.

BY MAX CHAFKIN
What happens when ...

- The cost of oil sky rockets?
- The cost of carbon is priced in goods?
- Consumers expect individualization?
Distributed manufacturing
From bits to atoms ...

2001: Digital music files – iTunes
2004: Digital photo files – Flickr
2005: Digital video files – YouTube
2007: Digital product kits – Ponoko
Quick facts

Offices: San Francisco & Wellington

14: Fabbers – USA, EU, NZ

50,000: Personal Factory accounts

100,000: Custom goods made
Personal Factory™

Turn ideas into custom goods

WWW.PONOKO.COM
Turn your ideas into custom goods

Your ideas

Personal Factory™

App Gateway
“"I want to make a custom ...”"

My Apps
My Designs
My Sales
My Showroom
My Kits
My Factory

Making Platform
Create & distributes digital product kits

Making Network
Make real products locally

Custom goods

www.ponoko.com
1: App Gateway

Create & export product designs

Get Ready to Make Something

Autodesk 123D is free 3D modeling software integrated with content and fabrication services.

Download
2: Making Platform
Create & distribute ‘Digital Product Kits’
3: Making Network

Receive & manage pre-paid making jobs
FAB LAB Personal Factory

Receive & manage pre-paid making jobs

* Auto design checking ...
  ... 90% less labor
* Instant online pricing ...
  ... No manual quoting
* Pre-pay online ...
  ... No chasing payments
* Online materials catalog ...
  ... No waste
FAB LAB Personal Factory

Receive & manage pre-paid making jobs

* Job management system  ... No lost jobs
* Global shipping system  ... No manual quoting
* CRM system  ... Less cost care
Case study

Formulor – Berlin, Germany
Case study

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Case study

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100,000 custom goods

Ponoko
WWW.PONOKO.COM