Protolabs Rebrands Its Manufacturing Partner Network from Hubs to Protolabs Network

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Transition from Hubs to Protolabs Network brings expanded capabilities and establishes a unified customer experience under one brand

MINNEAPOLIS--(BUSINESS WIRE)--Jan. 8, 2024-- Digital manufacturing leader Protolabs (NYSE: PRLB) launched today its rebranded Protolabs Network service that leverages global manufacturing partners for expanded capabilities and pricing options. Formerly known as Hubs, the move signals Protolabs' commitment to a singular global brand and unified customer experience. The transition comes almost three years after acquiring the Amsterdam-based manufacturing network, which has seen significant annual growth since the 2021 acquisition.

"We're building a business model that the manufacturing industry has never seen before, and customers are beginning to harness the full potential it offers," explained Rob Bodor, Protolabs' President and CEO. "In the third quarter of 2023 alone, revenue fulfilled through Protolabs Network increased over 80 percent year-over-year! It is a true testament not only to our savvy customer base who is extracting that manufacturing value, but our entire Protolabs team of employees who have brought this model to life."

The business model Bodor is referring to is a hybrid digital manufacturing model combining Protolabs' internal digital factories with a global network of suppliers—Protolabs Network—to provide customers a manufacturing resource throughout a product's entire life cycle.

Protolabs Network includes more than 250 highly vetted supply partners, to serve customers' broad needs across the life cycle of their products—from innovation and prototyping to production and end-of-life product support. Customers can access tighter tolerances, enhanced finishing options, and higher volumes at lower cost, among other benefits. The manufacturing partner network complements the low-volume, on-demand manufacturing services also available from Protolabs.

"This is the future of the industry—manufacturing that is completely tailored to what customers need, when they need it, and at the price point they want," said Pjotr Horowitz, managing director for Protolabs Network. "It's exciting to be on the frontlines driving that evolution."

The newly rebranded Protolabs Network is now live. To learn more about Protolabs' hybrid manufacturing model that combines factory and network capabilities, check out its breakdown of the framework for the future.

About Us

Protolabs is the fastest and most comprehensive digital manufacturing service in the world. Our digital factories produce low-volume parts in days while Protolabs Network unlocks advanced capabilities and volume pricing through its highly vetted manufacturing partners. The result? One manufacturing source—from prototyping to production—for product developers engineers, and supply chain teams across the globe. See what's next at protolabs.com.

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