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Proto Labs Adds Indiegogo's Andrew Erlick to 2015 Cool Idea! Award Judge Roster

July 1, 2015

Erlick joins manufacturing's most innovative panel of product development and design leaders

MAPLE PLAIN, Minn.--(BUSINESS WIRE)--Jul. 1, 2015-- Rapid manufacturer Proto Labs has announced the addition of Andrew Erlick, Director of Hardware, Design & Technology at Indiegogo, to its Cool Idea! Award panel of judges. The award program, in its fifth year, was established to help product designers and engineers bring useful concepts to market.

Erlick will call on his experience at Indiegogo, the largest global crowdfunding platform, to help identify and select innovative product ideas to receive gratis Proto Labs advanced manufacturing services. Prior to joining Indiegogo, he worked at Quirky, a social product development company, where he witnessed more than a hundred consumer products come to life from sketch to store. Between the two roles, Erlick has been involved with thousands of creative, entrepreneurial and cause-related inventions brought to market through the power of recognizing a good idea.

Erlick notes that he is excited to take on the role, and encourages young designers to apply. "I'm honored to join this group of esteemed judges. There are so many great ideas locked away in people's heads and Proto Labs empowers people to get these inventions out of their heads and made into physical products. I always get excited when I spot something truly unique that goes onto sell millions," says Erlick.

Erlick's experience brings an added point of view to the current Cool Idea! Award panel of industry heavy-hitters: Ben Einstein of Bolt, Scott N. Miller of Dragon Innovation, Mike North of the Discovery Channel, Emile Petrone of Tindie, and Proto Labs Founder, Larry Lukis.

The Proto Labs Cool Idea! Award runs year-round. Today marks the start of the July/August submission period. Apply now at protolabs.com/cool-idea.

About the Cool Idea! Award

Since 2011, the Cool Idea! Award has provided nearly \$1 million in Proto Labs prototyping and short-run production services to entrepreneurs developing new products in the United States and Europe. Unlike other product awards that recognize products after they're in mass production and on store shelves, the Cool Idea! Award is meant to help innovative ideas come to life. For more information about the Cool Idea! Award and to apply, visit protolabs.com/cool-idea.

About Proto Labs

Proto Labs is the world's fastest digital manufacturing source for custom prototypes and low-volume production parts. The technology-enabled company uses advanced 3D printing, CNC machining and injection molding technologies to produce parts within days. The result is an unprecedented speed-to-market value for product designers and engineers worldwide. Visit protolabs.com for more information.



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