

## **Pensa Labs Introduces The World's Smallest CNC Wire Bender To Europe**

Pensa Labs announced that it would use Wire Dusseldorf as the European Launchpad for the world's smallest CNC wire bender for desktop manufacturing and rapid prototyping.

Developed by Pensa, a New York-based industrial design firm, the D.I.Wire weighs in at only 10 kilos and is the first machine of its kind to transform digitally drawn curves and shapes into bent wire.

"We are excited about creating an entirely new form of desktop manufacturing. This opens up a world of new possibilities, especially when combining the D.I.Wire technology with other desktop manufacturing machines," says Marco Perry, partner at Pensa. "The potential is unlimited: architecture models, design prototypes, surgical implants, orthodonture, aerospace applications, lighting, stage sets, antennas, jewelry, puppetry, robotics, shortrun production, signage, art, furniture, small crafts, and more."

### **Performance And Portability**

While 3D printers can output volumes and laser cutters can slice 2D planes, converting lines into bent rods, wires, or tubular forms quickly, accurately, and continuously was not possible—until now. The DIWire bends a variety of materials—including steel, aluminum and brass—allowing for local, short-run, customized, prototype and just-in-time manufacturing. Transportable, accessible and affordable, the DIWire fills the market gap between time-consuming hand bending and expensive large-scale, mass production CNC wire bending.

"In developing the DIWire, we focused on creating a seamless user experience, from software interface and machine design, to accessories that help with assembly. Our software doesn't require specialty skills; just drag-n-drop your file and press bend," says Mark Prommel, partner at Pensa. "Users can simply draw in 2D, with no programming or CAD skills required."

Beyond manufacturing, the DIWire is transforming STEM/STEAM education, receiving an overwhelmingly positive response at universities and schools in the United States and Canada. "We want to encourage creativity in students young and old. In just minutes, you can quickly go from lines on the screen to physical parts," says Kathy Larchian, partner at Pensa. "It's that simple and fast to use."

### **Pricing, availability, and tech specs**

PensaLabs is seeking international distributors, however, DIWire is available now at [www.pensalabs.com](http://www.pensalabs.com) and can be shipped anywhere in the world. Pricing starts at \$3,575.00 and includes software. DIWire measures 24.1x36.8x17.1 cm and bends 1mm – 4.75mm steel. Save your drawing as an SVG or DXF file, drag and drop it into D.I.Wire software and press "Bend". Our software tells you the length of the wire, allows you to

adjust the scale and resolution. Connect the D.I.Wire to your computer with a USB, load the wire, and bend your shape in under a minute.

### **About Pensa**

Pensa Labs is the brainchild of Pensa, a Brooklyn-based design and invention firm with a track record of developing successful products, brands and strategies. Pensa firmly believes that through clever invention, great design, and a deep understanding of human needs—the world can continually be improved.

For more information, visit <http://pensanyc.com/> and <http://www.pensalabs.com/#home>.