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FOR IMMEDIATE RELEASE

Inventables' Easel Pro Software Empowers Small Businesses
Advanced 3D carving software helps you make detailed products faster

Chicago, IL: Thousands of small business owners produce products in garages, workshops, and basements every day. These independent manufacturers invest time and money into pursuing their passions. They sacrifice late nights and weekends to meet customer demands. Inventables' new 3D carving software—Easel Pro—makes it possible for small business owners to grow their businesses by helping them scale their production workflow.

Easel Pro is a subscription-based cloud software which builds upon Inventables' free Easel software. Easel and Easel Pro minimize the barriers associated with complicated CAD and CAM product manufacturing software, making it easy for new and advanced users alike to produce physical products. Easel Pro's new production efficiencies decrease the amount of time required to carve detailed products, enabling businesses to produce more products per day and bring in more income.

"Easel Pro makes my life less stressful and saves me time on each project," said Lance Cameron of Maple Ridge Wood Crafting. Maple Ridge Wood Crafting specializes in personalized objects such as beverage crates, custom storage containers, and unique decor memorabilia. "As a business owner producing fast, quality products, Easel Pro works great. I used to complete maybe one or two things per day. My first day with Easel Pro, I completed five carves. They were sanded and ready to sell the next day. My customers are also much happier with the final products."

In addition to production efficiency, businesses can expand their product offerings with Easel Pro's built-in customization tools. With hundreds of built-in fonts, businesses can design personalized products for customers. Additionally, makers can import company logos and brand images into the program and apply them to existing product templates. Businesses can maintain design flexibility while streamlining their workflow for custom items.

"Easel Pro helps the customer with designing their sign because it gives them more input," said Debbie Lee, founder and co-owner of 8th Line Creations, a custom woodworking company focused on hand-crafted products. "Customers can say, 'I helped create this. This is my sign that I created with them.'"

With Easel Pro, business owners:

- Report saving time on each product they make, allowing them to produce more products in a day
- Sell products with a greater level of detail at a higher price point without increasing production costs
- Offer more customization options to customers by choosing from hundreds of new fonts
- Avoid investing in complex and expensive software
- Can take 2D designs and achieve 3D effects using v-carving toolpaths and v-bits
- Minimize production errors

Inventables' software products now include Easel and Easel Pro. Easel is free software available online for anyone to use. Businesses interested in intricate projects and production efficiency can purchase an Easel Pro subscription on Inventables.com. Paired with Inventables' X-Carve and Carvey 3D carving machines, Easel Pro makes it possible for anyone to bring their ideas to life and start a business. Visit Easel.com to try Easel's accessible, easy-to-use design platform—even if you don't own a 3D carving machine.

About Inventables

Inventables is igniting the digital manufacturing revolution by making products that bring out the maker in all of us. Easel, their free web-based software, works seamlessly with their Carvey and X-Carve 3D carving machines. Combined with Inventables' advanced subscription software, Easel Pro, their 3D carving ecosystem is simple enough for beginners to start small and powerful enough for independent manufacturers to start new ventures.

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