



# PRESS KIT

MEET BYFLOW & OUR FOCUS 3D FOOD PRINTER

**#3DFOODPRINTING**



W W W . 3 D B Y F L O W . C O M

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# WHO WE ARE

## AND HOW DID IT ALL START

byFlow, founded in the Netherlands as a family business in 2015, is one of the globally leading companies in the growing market of 3D Food Printing. We are experienced in 3D Printing since 2009. In the meantime, we became experts in the new world of 3D Food Printing.

It all started in the FabLab in Maastricht, where Floris Hoff (the current CTO of byFlow) discovered that the developed 3D Printers of that time, limited his printing capabilities. That's why he decided to develop a printer himself. According to Floris, a 3D Printer should be easy to use, portable, with a clean design and a plug&play solution. byFlow participated in HighTechXL, Eindhoven's premier tech hardware accelerator. In 2016, byFlow launched their first product - the Focus 3D Printer - which was capable of printing various materials.

In 2017, the company decided to focus solely on the further development of the 3D Food Printing technology. Nowadays, we call our first product the Focus 3D Food Printer. With Nina Hoff (Floris' sister) as the CEO and Floris as the CTO of byFlow, the company is still being runned by the family and based on the values of common trust and good teamwork.

# WHO WE ARE

## WHAT WE DO & WHY WE DO IT

### MISSION

"It is byFlow's mission to change the way food is prepared and experienced, aiming to contribute to a more sustainable world."

### VISION

"We develop and sell a 3D Food Printing Technology, which enables professionals to create customized shapes, textures and flavors, by using fresh ingredients or ingredients that otherwise would have been thrown away."

# WHAT IS 3D FOOD PRINTING

## AND WHO IS IT FOR

From a technological point of view, 3D Food Printing is an **additive manufacturing technology**, which uses food ingredients as print material. From a food professional's perspective, it is a **new and unique food preparation method**, which offers outstanding applications, not known to any other kitchen tool or device. That's why 3D Food Printing is currently regarded as one of the most promising technologies for the future. It is a pioneering technique which revolutionizes the way design, production and retail are done in the Food Industry. It is expected to have a global impact on various market segments, such as food services, food processing and retail.

byFlow's first product - the Focus 3D Food Printer - is portable, easy to maintain and easy to use, thus accessible to everyone. It is available for sale on a common market and it's already being used by **chefs, pastry chefs and caterers**, who want to experiment with shapes and amaze their customers. Besides the professionals in the food industry, the Focus 3D Food Printer is also being used by **schools and universities, R&D facilities and multinationals**, who investigate in further development and applicability of the 3D Food Printing technology in healthcare, personalized nutrition and food manufacturing.

# WHAT DO WE SELL

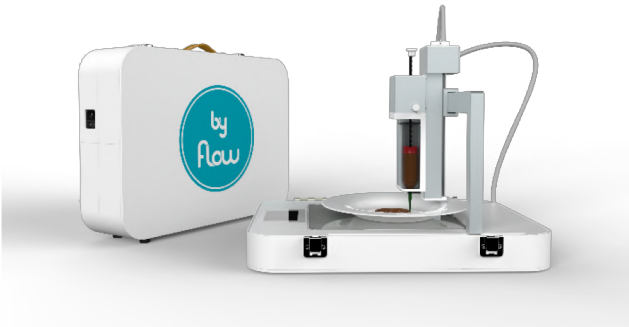
## OUR PRODUCTS

### FOCUS 3D FOOD PRINTER INCL. BYFLOW STUDIO

€3900,-

#### Focus 3D Food Printer

10X Food-safe and refillable cartridges  
4x Nozzles in 2 different sizes  
Accessories  
5x Food designs



#### byFlow Studio

Design tool to create personalized shapes  
Design Collection with +100 designs  
Recipes for 3Dd Food Printing  
Support environment  
3 years license



# WHAT DO WE SELL

## OUR SERVICES

FROM €1245,- DEMONSTRATION	
WHO	3D Food Print Expert
WHAT	To get guests acquainted with our Focus 3D Food Printer
TIME	Min. 120 minutes
AUDIENCE	Min. 50 guests

FROM €995,- WORKSHOP	
WHO	3D Food Print Expert
WHAT	Creating printed food with the 3D Food Printer (interactive)
TIME	45 minutes – 60 minutes
AUDIENCE	Max. 15 guests

FROM €750,- MASTERCLASS	
WHO	Ambassador
WHAT	Teach audience about 3D Food Printing + applications for certain markets
TIME	90 – 120 minutes
AUDIENCE	Min. 50 guests



# HOW DOES IT WORK

## WHAT DOES THE PROCESS LOOKS LIKE

### CREATE

your own ingredient of choice, or follow a recipe available for byFlow customers. Fill in a food safe, refillable cartridge and fix it in the printer.

### DESIGN

your own personalized shape or download one of the (+100) models available for byFlow customers. Send your design via WIFI to the Focus 3D Food Printer.

### PRINT

by pressing „PRINT“ on the printer's touchscreen. The food will be pushed out of the cartridge through a nozzle, while the printer is making a XYZ-movement. Multiple layers will be deposited on top of each other to create your design.

### EAT

your 3D Printed Food immediately, bake/fry/boil it when desired, decorate it first or freeze and store it for later!





# HOW DOES IT WORK

## WHICH INGREDIENTS ARE PRINTABLE

byFlow's 3D Food Printer is suitable for printing various food ingredients, from savory to sweet. We've developed already over 50 [recipes](#) for 3D Food Printing, which are available for byFlow's customers. While it's possible to experiment with different flavors and develop new recipes, the ingredient must be prepared into a smooth paste of a certain thickness, in order to be extrudable through a nozzle and to keep its shape after printing. 3D Printed Food is thus real and fresh. As byFlow's Ambassador, Jan Smink always says – "if you put something delicious in the printer, you will get something delicious out of it."

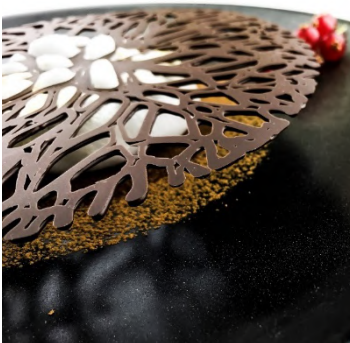


# WHAT ARE THE APPLICATIONS

## FOR FOOD PROFESSIONALS

### PERSONALIZATION

Announced at the top of food trends in 2019, personalization is a desire of customers, which the food industry must satisfy. Our newest product, the byFlow Studio (platform), makes it possible to easily customize products, dishes and decorations – e.g. in a shape of a logo, a text or even a person's face. The possibilities are infinite.



### FOOD ART AND INNOVATION

The Focus 3D Food Printer makes it possible to create dishes and decorations which were not achievable by hand or any other technique before. It allows its users to follow the trend of food art, introduce innovations and reach a new level of creations.

### UNIQUE FOOD EXPERIENCE

We do not simply *eat* food anymore – we want to **experience** it. The users of the Focus 3D Food Printer can offer their guests a special and unique food experience, by serving extraordinary dishes and by presenting the technology itself.



# WHAT ARE THE APPLICATIONS

## FOR OTHER SECTORS

### HEALTHCARE

How to prepare healthy, but also appetizing food, for elderly people and people with swallowing problems? 3D Food Printing is being researched by the healthcare sector as one of the solutions to serve soft food suitable for patients in a way that they can enjoy it.



### RESEARCH & DEVELOPMENT

How will 3D Food Printing be used in 5 years from now? And in 20 years? How will the technology develop? Among the customers of byFlow, there are scientists and R&D facilities of Food Multinationals who try to find the answers every day.

### EDUCATION

The Focus 3D Food Printer is a great educational tool. It allows children and students to learn about nutrition, develop creative thinking and get familiar with new technologies, while having lots of fun! The printer is easy-to-use and offers endless possibilities for innovative educational projects.



# WHAT IS THE FUTURE OF 3D FOOD PRINTING

We don't know yet!  
But there are two very possible routes:

## PERSONALIZED NUTRITION

Ongoing research brings us closer and closer to times where we will only eat prepared food based on our DNA passport, which will perfectly match with our personal nutritious needs. 3D Food Printing has a great potential to provide technical solutions for the personalized, *smart* dieting. CSIRO in Australia, a customer of byFlow, is using the Focus 3D Food Printer to resreach these possibilities for the future of food.

## INDUSTRIAL FOOD MANUFACTURING

The current 3D Food Printers don't have the features for the mass, industrial production yet, especially when it comes to the speed and capacity. At byFlow, we believe that a 3D Food Printer is not a „new microwave“ which will be presented in every home kitchen. We believe this technology will develop towards industrialization.



# WHO IS USING 3D FOOD PRINTING

## AS BYFLOW'S AMBASSADORS



### **Jan Smink**

Chef and owner of Restaurant Smink, the first restaurant in the Netherlands with 3D Printed Food on the menu.



### **Hidde de Brabander**

Pastry Chef and owner of Dreams of Magnolia patisserie, third in the Netherlands to receive the title of „Meester Patisier”.

# WHO IS USING 3D FOOD PRINTING

## AS BYFLOW'S CUSTOMERS



"Personalized food, 3D Food Printing and Design Methods, are the emerging technologies/trends which have the greatest potential in the short and long run."

*Antien Zuidberg,*

*Lecturer at the HAS University of Applied Sciences*



"Using the Focus 3D Food Printer helps us promote our innovative image. We think there is a future in 3D Food Printing and this is only the beginning of making customer-based dishes for foodservice and healthcare."

*Manfred Lukkezen,*

*Director Professional Markets  
Verstegen Spices & Sauces*



**MAISONVANDENBOER**

"We are proud to be the first Dutch catering company to have a 3D Food Printer in its kitchen. Not as a gimmick, but as a tool full of opportunities. We are now able to design dishes that were unheard of before. And it provides new ways to give a personal culinary touch."

*Rene van Wijk, Chef at Maison van den Boer*

# WHO TALKS ABOUT US

JOIN THEM!

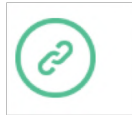




# WANT TO LEARN MORE

OR SPREAD THE WORD ABOUT 3D FOOD PRINTING?

## VISIT OUR WEBSITE & SOCIAL MEDIA PAGES



[www.3dbyflow.com/news-room](http://www.3dbyflow.com/news-room)



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If necessary, we can share high resolutions pictures on request.

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