

UNYQ

For Immediate Release

“THAT WILL COST YOU 50% LESS” Innovation Allows Astonishing Price Drop In UNYQ’s 3D Printed Fairings For Amputees

SAN FRANCISCO, CA – June 26, 2014 – Today [UNYQ](#) announced that innovations in 3D printing and related technologies - coupled with a rapidly growing market and demand - are enabling it to permanently drop the prices of all of its products by 50%. The company 3D prints fashion-forward, highly customizable protective covers – known as fairings - that restore symmetry to missing limbs by mirroring the shape of the amputee’s sound limb. The pricing move is in line with the company’s mission to make affordable, comfortable and well-designed prosthetics available to the greatest number of people.

UNYQ launched its direct-to-consumer ecommerce site that invites amputees to design the fairings for their prosthetic legs on May 7, 2014. Six weeks later - June 23 - it closed on its seed round of funding in the amount of \$1,050,000 US dollars.

“In just a few weeks, UNYQ fairings have gone viral, selling in many countries. We’re humbled and gratified by the high demand, as the fairings make their way into the market and word-of-mouth and confidence in the concept and their quality is spreading,” stated Eythor Bender, co-founder and CEO of UNYQ. “Our seed round is allowing us to acquire and also to develop new 3D printers and related technologies in order to expand our product line offerings for both lower and upper extremities. This means that we can – effective immediately - halve our prices to customers because the market is suddenly five times the size, much sooner than we had anticipated,” he added. “We are also sourcing materials more effectively than planned.”

Starting today, below-knee fairings are [available for pre-order](#) on UNYQ’s web site.

The new pricing structure makes UNYQs fairings much more affordable, and even reimbursable in many instances for those amputees who have health insurance.

ABOUT UNYQ

Established in May 2014 and with studios in San Francisco, California and Seville, Spain, UNYQ <http://unyq.com> is re-imagining prosthetics by 3D printing and handcrafting custom, high fashion fairings and accessories that embellish and restore body symmetry. Amputees can select from new collections or work directly with the fashion house’s designers to define their signature style at an unprecedented price.

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