

**Press release**

Schömburg, March 23rd, 2026

**From an internal department to an independent company**

Additive manufacturing will operate under the name prioadd GmbH in the future

*The additive manufacturing division of priomold GmbH is being positioned on the market as an independent company. Under the name prioadd GmbH, the former business unit will now operate as a separate company. The division was established and developed within priomold and, due to dynamic market developments, led to the spin-off. Felix Parsch has been managing director of prioadd GmbH since January 2026.*

The field of additive manufacturing developed gradually within priomold GmbH from specific product development requirements. Early project phases, short iteration cycles, and the need for functional prototypes in particular made additive processes an increasingly central part of the collaboration with development departments.

New customer requirements, increasing technical complexity, and the need to evaluate, adapt, and validate components more quickly led to the consistent expansion of processes, technologies, and expertise. Additive manufacturing thus established itself as a reliable tool for design, testing, and pre-series production—with a clear focus on practicality and industrial feasibility.

This development was significantly influenced by Felix Parsch, who drove the field forward and filled it with his personal passion for additive technologies. He was supported by a dedicated team that worked together to further develop additive manufacturing and implement it in everyday operations. The work was characterized by experimentation, forward thinking, and consistent implementation—supported by trust, short decision-making processes, and an environment that encourages development.

With a clear focus on additive manufacturing, structures are now being created that will further accelerate development processes in particular. prioadd is positioning itself as a specialist provider of functional prototypes and low-volume series, where short time-to-market, technical significance, and reproducible quality are paramount.

prioadd was first announced publicly at Formnext 2025. The response from experts confirmed that the company was on the right track and underscored the need for a clearly positioned provider of industrial additive manufacturing.

The close cooperation with priomold GmbH will continue. Both companies will continue to benefit from technological exchange, common quality standards, and a mature partnership throughout the entire development and manufacturing process. priomold and prioadd also remain closely linked in terms of location: both companies are still based in the same building and work in close proximity to each other – clearly separated in organizational terms, with their own access, but deliberately close to the interfaces.



### About priomold GmbH

priomold GmbH specializes in the rapid and economical production of plastic injection molded parts for prototypes and low-volume production. Every year, over 700 new tools are produced using rapid tooling processes. The company also offers engineering support in the field of plastics technology and accompanies development projects from component design to production-ready implementation. Production is carried out using aluminum tools, which enable near-series quality with significantly reduced throughput times. The fastest mold construction project was completed in two working days; on average, a new tool is available within two to three weeks. priomold supplies companies from sectors such as electrical engineering, medical technology, automotive, and industry with functional components for development, validation, and low-volume production. [www.priomold.com](http://www.priomold.com)

### About prioadd GmbH

prioadd GmbH specializes in industrial additive manufacturing for functional prototypes and low-volume production. The company manufactures components using selective laser sintering (SLS) directly from CAD data and supports development departments in the rapid validation, iteration, and verification of their products. The focus is on reproducible quality, technical significance, and short turnaround times. Through process-reliable manufacturing, material-appropriate design, and sound component evaluation, prioadd enables reliable test results even in early development phases. prioadd sees itself as a technical partner for companies in industry, medical technology, electrical engineering, and automotive when it comes to accelerating development processes and measurably shortening time-to-market. [www.prioadd.com](http://www.prioadd.com)