



RSA Global to Offer Virtual Warehousing Solution in Affiliation with Immensa Technology Labs

Leading the move toward a more streamlined global supply chain that is supported and strengthened by 3D printing technology

Dubai, United Arab Emirates, August 16th, 2018: Immensa Technology Labs (Immensa), the UAE's leading Additive Manufacturing (AM or 3D printing) company, has announced that it will provide 3rd party logistics providers RSA Global with its revolutionary 'Digital Inventory' and 'Virtual Warehouse' solutions via an exclusive strategic partnership. The agreement consolidates Immensa's reputation as the leader in applying AM to the logistics industry and also singles out RSA Global as an early adopter and leader in its sector when it comes to implementing the game-changing technology.

RSA Global is a UAE-based third-party logistics provider headquartered in Dubai. It is a fully-integrated logistics company with a tech forward mindset. The group as a whole describe their purpose as "Solving challenges for a better tomorrow". RSA offers its clients 360-degree supply chain solutions such as storage, distribution, transportation, and international freight, with technological innovation and sustainability at the core of its business practices. With the exclusive partnership with Immensa, RSA Global can now provide customers on-demand inventory production capability, substantially reducing raw material costs and lead times. Customers who are ordinarily saddled with expensive manufacturing costs for parts, long lead times, and high transportation expenses can expect further convenience with greater scope for customisation in their production line, and a favourable impact to cash flow.

Fahmi Al Shawwa, CEO of Immensa, commented: "We are proud to be working with leading groups such as RSA Global and their forward thinking leaders. This technology is catching the attention of logistics companies on a global level, with companies like UPS, FEDEX and many others taking steps to integrate it into their business. RSA Global has positioned itself at the forefront of this technological evolution by choosing to adopt this game-changing solution, which will provide impressive added value by freeing up cash and reducing shipping and storage costs through a virtually managed inventory."

Abhishek Ajay Shah, Co-Founder and Group CEO at RSA Global said: "Technology has been one of the three pillars of RSA's business strategy, aside from focusing on niche markets and being a value driven solutions provider. RSA Global prides itself in adopting technology quickly to create advantage for our customers. Immensa is a leader in its field and we are delighted to have this exclusive partnership with them as it comes to support our vision of being a third party supplier with the ability to offer customers a complete and seamless, integrated solution. As an agile company, we are constantly assessing how technology can further simplify our customers' supply chains and how we can support their growth."

Immensa is at the forefront of applying AM services on a mechanical and industrial level in the region and is confident that the technology will play a major role within the global supply chain, directly impacting the logistics and 3PL sector worldwide. As one of the few companies in the world that offers full 'Inventory Digitisation' and 'Virtual Warehousing' services to companies, Immensa is leading the



move toward a more streamlined global supply chain that is supported and strengthened by AM technology.

-ENDS-

About Immensa Technology Labs

Immensa Technology Labs is the UAE's leading Additive Manufacturing (AM or 3D printing) company. Immensa's state-of-the-art facility builds and manufactures production quality parts, components and one-off prototypes for customers across a variety of industries. The company also focuses on the research and development of 3D printing techniques and its utilization across different industries. Immensa's highly specialised, multi-discipline engineers are passionate about 3D printing, design and manufacturing, and focus only on providing world-class and viable 3D printing solutions.