



# Mayku and Michaels partner to bring the power of making to the masses

An exciting moment for the consumer 3D printing industry

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- The FormBox has proved a huge hit with the home craft market
- Michaels sets sights on expanding its lifestyle tech category
- Mayku is a London-based startup on a mission to bring the power of making to the masses
- It is building the world's first Desktop Factory of mini-machines
- The FormBox is its first product, a revolutionary new machine for crafters that uses power from a home vacuum cleaner
- FormBox is already being used by thousands, from chocolatiers to Nasa engineers
- It is now available at [Michaels.com](https://www.michaels.com)

**LONDON, UK** – Today Mayku announce a new partnership with Michaels, which will become the exclusive arts and crafts retailer for its revolutionary desktop mold-maker: the FormBox.

At-home 3D printing failed to inspire many crafters, but the Mayku FormBox has proved a huge hit with indie makers worldwide and it is now available at the largest craft store in North America.

The FormBox is an essential piece of kit for the crafty creative and can be used with a wide variety of materials. Creators can make molds for soaps, chocolates, or concrete cactus pots. Companies such as [301 Chocolates](https://www.301chocolates.com) have even been founded based on the accessibility of FormBox technology.

The launch of the FormBox last year heralded the start of Mayku's tabletop factory revolution. The machine doesn't require any software — users simply attach it to their household vacuum cleaner in order to create molds out of everything from foraged seashells to 3D printed designs.

Michaels has a mission to bring the tools for creative craftmaking to millions. It is a champion of creative individuals and, with more than 1,200 stores in 49 states and Canada, is the continent's largest retailer of arts, crafts, framing, floral, wall décor and other DIY merchandise.

Mayku was founded in 2015 by two London-based design entrepreneurs, Alex Smilansky and Benjamin Redford, who wanted to make it easier for people to develop

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and make their own products from home. Current customers range from craft hobbyists through to chocolatiers and even Nasa engineers.

**Speaking of the partnership, Alex Smilansky, Mayku Co-Founder and CEO said:** "We are over the moon to have partnered with Michaels, the world's foremost arts and crafts retailer. When we founded Mayku, our goal was to bring the power of making to as wide an audience as possible. The partnership with Michaels will allow us to deliver a first-class creative maker experience to more people than ever before."

**Ben Redford, Mayku Co-Founder and CPO says:** "Before the FormBox, mold making was an expensive and time-consuming process. We are thrilled to have created a product that can be used by a wide variety of people. A machine attuned to the lifestyle and creative needs of today's entrepreneurial crafters and makers."

## Key features of the FormBox:

**Heating Unit:** Ceramic heater with a range of 320F - 644F (160°C to 340°C)

**Vacuum:** Universal vacuum adapter

**Size measures (H x L x W):** 12.4 X 18.3 X 10.7 Inches (300mm x 458mm x 240mm)

**Forming bed:** 7.9 X 7.9 Inches (200mm x 200mm)

**Compatible materials:** Chocolate; Concrete; Jello; Ice; Foam; Jesmonite; Plaster; Silicone.

## Editor's notes:

High-resolution images, logos and videos can be found in the [press pack](#) or on the [Mayku Partner Site](#).

For more information about Mayku, please visit its [Facebook](#), [Instagram](#) or [website](#).

## About The Michaels Companies, Inc.:

The Michaels Companies, Inc. is North America's largest speciality retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise for makers and DIY home decorators. The company owns and operates more than 1,200 stores in 49 states and Canada under the brands Michaels and Pat Catan's. The company also serves customers through Michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc. also owns Artistree, a manufacturer of high quality custom and speciality framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. For a list of store locations or to shop online, visit [www.michaels.com](http://www.michaels.com) or download the Michaels app.

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### **About Mayku:**

Mayku was founded in 2015 by two London based design entrepreneurs, Alex Smilansky and Benjamin Redford, with a mission to give people the power of making.

The FormBox, Mayku's first creation, is a desktop mold-maker that enables people to create incredible things. Mayku aims to revolutionize the way people make their ideas real. It is building the world's first Desktop Factory: a family of mini-machines to make creating products as simple as cooking.

Mayku is backed by some of Europe's most successful investors, including Robin Klein from Local Globe and Robert Devereux, one of the founding shareholders of the Virgin Group. Mayku's videos have garnered over 87 million views online.

To find out more about Mayku: <https://www.mayku.me/>

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