Protolabs Accelerates AI-Enabled Manufacturing with Amazon Quick

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Quick, the AI assistant built for work, will be installed across the enterprise as part of broader AI roadmap, elevating customer experience and production efficiency

MINNEAPOLIS--(BUSINESS WIRE)--Oct. 21, 2026-- Protolabs (NYSE: PRLB), the world's leading provider of digital manufacturing services, is accelerating productivity across its organization with Amazon Quick, an AI assistant bringing context, apps, systems, tools, and data into one place to make thoughtful, personalized recommendations. The company is putting AI into the workstreams that shape every customer order, from quote to delivery. To fast-track implementation, Protolabs created Forward-Deployed AI Engineer roles to identify opportunities and design workflows with AI-driven solutions using Quick.

Quick will initially support customer service and sales teams, providing AI-assisted workflows to reduce response times and streamline order and quote processing. This will free teams to focus on complex engineering and procurement needs for customers. The phased roll-out prioritizes high-impact use cases, with implementation across Protolabs' 2,200-plus employee base continuing into 2027.

"Our partnership with Amazon reinforces Protolabs' commitment to AI-enabled manufacturing, allowing our teams to work more efficiently and focus on delivering for our customers," said Marc Kermisch, Chief Technology and AI Officer at Protolabs. "By embedding Forward-Deployed AI Engineers in the rollout, we are moving past mere technology adoption. We are thoughtfully operationalizing these tools to build AI-enabled workflows that allow us to move faster and work smarter, ultimately allowing us to serve our customers better."

Forward-Deployed AI Engineers will lead the implementation of Quick, working with teams to identify priority use cases and integrate Quick into Protolabs' daily workflows. As Protolabs advances its AI roadmap, the engineering team will continue to support the seamless integration of AI-driven technologies both on and off the manufacturing floor.

"Protolabs has a clear vision for how AI can improve manufacturing, and together with Amazon Quick, they're putting that vision into action to help reduce response times for customers, work to catch production issues earlier, and help turn millions of CAD files into actionable intelligence," said Mike Choe, Director of Automotive and Manufacturing at AWS. "Collaborations like this show the real potential of AI in manufacturing, not just incremental improvement, but the potential for a fundamental shift in how products are made and delivered."

What's Next? AI-Assisted Quality and Protolabs Network Enhancements

Protolabs is deploying AI technologies to improve quality and performance management across its global factories and network of manufacturing partners. Initial releases will streamline customer communication and proactively identify manufacturing issues earlier. Examples include:

- Reducing order bottlenecks: AI-driven automation flags ordering conflicts early and streamlines resolution of customer part defects.
- Streamlining Protolabs Network: AI enhancements accelerate fulfillment speeds, improve order visibility, and track historical data to better meet customer needs.
- Design-driven insights: Long-term plans using AI to analyze historical design for manufacturing, pricing, and quality data to develop automated risk-prediction, reactive problem-solving, and pricing intelligence.

Together, these AI-enabled systems will reduce friction within daily operations and build a faster, more resilient model for digital manufacturing.

About Protolabs

Protolabs (NYSE: PRLB) is the world's fastest manufacturing service enabling companies across every industry to streamline production of quality parts throughout the entire product life cycle. From custom prototyping to end-use production, we support product developers, engineers, and supply chain teams along every phase of their manufacturing journey. Get started now at protolabs.com.

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Media Contacts:
Protolabs
Brent Renneke, 763-479-7704
Corporate Communications Manager
brent.renneke@protolabs.com

Allie Potter
Skyya PR for Protolabs
allie@skyya.com
218-766-8856

Investor Relations Contacts:
Protolabs
Ryan Johnsrud, 612-225-4873
Senior Manager, IR and Corporate Development
ryan.johnsrud@protolabs.com

Gateway Group, Inc.
949-574-3860
PRLB@gateway-grp.com

Source: Protolabs