



EvolisRed
Program
Team Up To Lead

evolIS



The Program



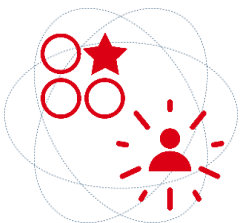
Team Up To Lead

- An internationally renowned **recognition** program
- Launched in **2019**
- **500+ resellers** WW today



Evolis**Red** Program

The **Red Program** supports our **most value-added partners** to **drive growth** and ensure the **end user** with the **highest level of service**



Stand out from competition
to get priority on **business opportunities**



Your Benefits

Are You Interested In Increasing Your Evolis Sales?



Recognition



Tools



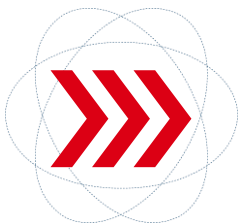
Training



Leads



The Red Program is all about **efficiency** and **business growth**



Enhance your team's **skills & know-how**
Save **time & money** from extra Sales & Marketing **resources**

The image features a solid red background. In the center, there are three overlapping dashed white circles. The circles are arranged in a triangular pattern, with each circle overlapping the other two. The text "All Your Advantages" is centered within the intersection of these circles.

**All Your
Advantages**

Recognition

○ Evolis Certified Partner Status

Official **Red logo** + accredited **partner logo & number** published on Evolis website



○ Engagement Bonus

Yearly program **rewarding** your **Evolis promoting actions**
Up to **€/\$750 cash back** or a **free Primacy 2**
Contact your Evolis representative to receive the conditions



○ Access to Evolis Team

Direct contact with an Evolis representative team
– Privilege **Access to Evolis Management Team** – exclusively for **Platinum**



○ Logo & Official Status - valid for 2 years

2-year certified **accreditation** for **Platinum** only!
Subject to compliance with eligibility criteria



Training



○ Sales Training



Boost your sales & increase customer satisfaction

Strengthen **promotion & sales opportunities** by capitalizing on product expertise and using **up- & cross-selling** techniques

○ Technical Training



Strengthen your expertise in the **support & maintenance** of Evolis products

Acquire and master **fundamental knowledge** on the **operation & maintenance** of Evolis printers



EvolisRed
Program

CERTIFIED SALES TRAINING

2024/2025

EvolisRed
Program

CERTIFIED TECHNICAL RESELLER

2024/2025

Partners following trainings receive
an Official Logo & Certification - valid for 2 years
Online (e-learning) or on-site (workshops) - Up to 4 sessions per year
Contact your Evolis representative for more information

Sales Tools

Trade-in Trade-up

Save up to \$550!

Upgrade existing Evolis printers & replace competitor models

Contact your Evolis representative to receive the conditions

NEW Promotional Tools

Receive **Evolis goodies & ID sample cards** (swatch book)

Upon request, contact your Evolis representative for options

Discounted Demo Printers - Demo Pack

Enjoy **10% discount** of a unit of **each printer model** per year!

Contact your Evolis representative to receive the conditions

Co-Branded Assets

Integrate your logo and contact information on preexisting Evolis documentation

Contact your Evolis representative for more information

Dedicated Incentives

Take advantage of **dealer incentives** - for **Gold & Platinum only**



Marketing Tools

○ Digital Welcome Kit for Newcomers

Get the must-have Evolis tools in a single file
(Evolis presentation, product pictures, banners...)

○ Marketing Toolbox

Take advantage of our **ready-to-used tools** to communicate on **different channels** with **Ready-to-send emails & visuals**

Available on the [RED section](#) of the Evolis partner website

○ Campaign in a Box

Get your **2-month Customized Marketing Campaign** for the vertical market of your choice to nurture and generate prospects!

Contact your Evolis Representative to put this action in place

○ Digital Event

Files you need to get ready for your event

Stand guidelines, marketing tools & card designs, Evolis tips...

Contact your Evolis Representative to access to your Event Pack

○ Marketing Financial Support

Exclusive **funding** to support your marketing actions (campaigns, events...) - for **Platinum** only



[Watch in video](#)



Offers & Priorities



Specific Offers



Red resellers will be the first to receive information about new offers

Priority Leads



Benefit from leads generated by Evolis' global and regional marketing campaigns - priority is given to Gold & Platinum

Evolis Social Media Support



Special highlights of Gold & Platinum resellers on social media

Priority Communication



Platinum partners receive in first exclusive information about Evolis news and product launches



All in a glance



Recognition

Evolis Certified Partner Status	•	•	•
Engagement Bonus	•	•	•
Access to Evolis Team	•	•	•
Access to Evolis Management Team			•
Logo & Official Status - valid for 2 years			•



Training

Certified Sales Training	•	•	•
Certified Technical Training		•	•



Tools

Sales

Trade-in Trade-up	•	•	•
Promotional Tools	•	•	•
Discounted Demo Printers	•	•	•
Co-Branded Assets	•	•	•
Dedicated Incentives		•	•

Marketing

Digital Welcome Kit for Newcomers	•	•	•
Marketing Toolbox	•	•	•
Campaign in a Box		•	•
Digital Event		•	•
Marketing Financial Support			•



Offers & Priorities

Specific Offers	•	•	•
Priority Leads		•	•
Evolis Social Media Support		•	•
Priority Communication			•

The image features a solid red background. In the center, there are three overlapping circles drawn with a dashed white line. The circles are arranged in a triangular pattern, with each circle overlapping the other two. The text "Process & Criteria" is centered within the intersection of these circles.

Process & Criteria

Criteria



5 15 50

Minimum Evolis Printer Sales Per Year

Communication Policy and Charter of Commitment Agreement
 Agree to comply with the Evolis Communication Policy on the use of brand names, trademarks & domain names and with the Red Program Charter which defines commitments of each party

Own a Zenius or Primacy Demo Printer

Must purchase a discounted demo printer per year

Evolis Dedicated Webpage

High visibility of Evolis' core products on dedicated webpage on partner website, approved by an Evolis Account Manager

Service Helpdesk

Must be able to answer basic troubleshooting questions; offer a hotline or a contact person dedicated to technical questions

Business and Marketing Plan

An Evolis single page plan must be developed and implemented to include responsibilities and committed resources from both parties

Assigned Evolis Specialist

An Evolis commercial specialist must be assigned who is fully trained and works with their Evolis Account Manager to promote the Evolis brand both internally and externally

Evolis Preference via High Visibility of the Evolis Brand

Must promote Evolis products through website, marketing campaigns and tradeshows

Must Maintain Evolis certified Technical and Support Skills

Must attend predetermined Evolis prepared webinars as agreed by an Evolis Account Manager

Service Offer

Including technical services agreement

Registration Process

- 1 Complete the online form:
<https://www.evolis.com/red-program-registration>
- 2 Evolis to check your request
- 3 Receive your Evolis logo & official reseller certificate
- 4 Check your status on:
<https://www.evolis.com/reseller-status>

Further Information

If you have any question, please contact: info@evolis.com or your local distributor



Appendices

ENGAGEMENT BONUS

2024

The Red program recognizes our partners' sales efforts: 3 more opportunities to be rewarded for your extra engagement to promote the Evolis brand!



A YEARLY BONUS PROGRAM

- **End User Testimonial:** share a success, Evolis validates and writes the story
- **Project Award:** register & close your opportunity (min. 10 printers)
- **Sales & Marketing Plan:** min. 3 scheduled & validated actions

3 bonus levels according to the number of engagements completed:

1
\$200
Cash back

2
\$450 or
1 Demo Unit FOC
(Zenius Classic)

3
\$750
1 Free Unit FOC
(Primacy Simplex)

A maximum of 3 bonus per reseller per year could be awarded.

TERMS & CONDITIONS

END USER TESTIMONIAL

Creating a case study highlighting the partnership between the End user, the Reseller and Evolis. This is a « win-win » approach that increases the visibility of all partners!

How to?

1. Evolis to validate the case (what makes this case specific? end user, application, issue, etc)
2. Get the end user written approval
3. Fill in the questionnaire (model, units, timing, deployment, card use and the benefits of the Evolis solution).
4. Collect photo and sample card to illustrate the testimonial

Evolis Communication team to write the content (500 words mini) or film the video (mini 1min).

Two benefits: enjoying a professional editorial to promote your company expertise and be rewarded once the testimonial is ready to be published.

Each testimonial published generates 1 bonus.

PROJECT AWARD CONDITION

Promoting Evolis offer as the best solution for your company and your customer satisfaction.

Program eligible to business opportunities including 10+ printers (excluding renewal deal). Registration must be done before the closing stage.

How to?

1. Register your project with your Evolis Rep sharing as much information as possible: model, quantity, market, application, end user, cards quantity, info to personalize, project timing, expected delivery date.
2. Inform your Evolis sales rep at closing

Two benefits: getting Evolis support to convert the deal and being rewarded once the deal is delivered.

Each project won generates 1 bonus.

SALES AND MARKETING CONDITIONS

Maximizing business opportunities with Evolis by putting in place a minimum of 3 eligible actions aiming at boosting your sales. Actions plan must be communicated before the action date.

How to?

1. Fill in the Evolis sales & marketing plan: digital campaign, prospection actions, events...
2. Register your plan with your Evolis sales rep (don't forget to update during the year).

Program open from 3+ scheduled & validated actions.

Two benefits: Evolis could offer specific support for your actions & you get rewarded once the plan is completed at the end of the year.

A validated & completed plan generates 1 bonus.










TRADE IN ↔ TRADE UP

SAVE UP TO \$550!

Keep your customer loyal: upgrade their Evolis printers.
Gain new customers: replace competition products.

SALES CONDITIONS - 2024

Credit notes* issued by Evolis to its direct distributors

						
ZENIUS	PRIMACY 2 SIMPLEX	PRIMACY 2 DUPLEX	PRIMACY 2 LAMINATION SIMPLEX DUPLEX	AGILIA SIMPLEX	AGILIA DUPLEX	QUANTUM
\$90	\$160	\$180	\$300 \$350	\$340	\$400	\$550

TERMS & CONDITIONS

This program is eligible to **Evolis Direct Resellers and Red Program** accredited resellers only.

This program applies to standard prices and cannot be used with other special offers.

1) Place a new order at standard conditions with the following mention: **«Trade in/up»**

**Important: Credit notes will be issued for new orders only.*

2) Send the following materials within 2 months* from the date of your order

- A copy of the customer's order
- The serial number of the Trade-in/up printer
- The Trade-in/up printer or its CPU board and print head only

Additional notice for Evolis direct Distributors: please return materials along with the duly filled return form (RMA number provided by Evolis).

3) Get the credit notes issued upon receipt of the materials

**After the 2 months limit, the offer becomes void.*



2024 TRADE-IN / TRADE UP CLAIM FORM

Please fill out this form for every trade-in / trade-up printer. Attach it to your trade-in shipment.

DISTRIBUTOR

COMPANY:

CONTACT PERSON:






TRADED PRINTER

BRAND & MODEL:

SERIAL #:

RMA #:

PLEASE SELECT THE EVOLIS PRINTER THAT YOU ORDERED

						
ZENIUS	PRIMACY 2 SIMPLEX	PRIMACY 2 DUPLEX	PRIMACY 2 LAMINATION SIMPLEX DUPLEX	AGILIA SIMPLEX	AGILIA DUPLEX	QUANTUM
\$90	\$160	\$180	\$300 \$350	\$340	\$400	\$550

* Credit notes issued by Evolis to its distributors. Credit will not be issued for orders previously placed. Amount depends on the model of the purchased printer (not on the traded-in/up printer), whatever the printer's options.

PO:

INVOICE:

PRINTER SERIAL:

Offer valid in the Americas from January, 1st to December 31st, 2024.

THANK YOU FOR CHOOSING EVOLIS!

Evolis Inc. 3201 West Commercial Blvd, Suite 110 · Fort Lauderdale, FL 33309
 Ph.: 954-777-9262 · Fax: 954-777-9267 · Email: internalsales@evolis.com · us.evolis.com



DEMO PRINTERS

2024

Take advantage of our discounted Red demo printers program to showcase Evolis printing solutions at events, arrange demonstrations or offer printers loan.



SIGPAD



ZENIUS



PRIMACY 2



AGILIA



CARD LAMINATION
MODULE



QUANTUM

TERMS & CONDITIONS

This program is eligible to Red Program accredited resellers only.

This program applies on your standard prices and cannot be combined with other special offers.

- 1) Place a new order* at standard conditions with the following promo Code : **REDP + «Selected product»**
- 2) Get a +10% discount

*Restrictions : limited to 1 unit per printer model for each reseller

Additional notice to Evolis direct distributor : please attach a copy of your reseller order with your Evolis order

Available with participating Evolis distributors and/or Resellers in selected countries, from January, 1st to December 31st, 2024. Red Demo printers offer subject to Evolis sales representative's approval. Evolis reserves the right to change these terms and conditions without prior notice.

100% Partner Focus

Let's team up to lead!

Easy to do business together

EvolisRed
Program

evolIS

