



EvolisRed
Program
Team Up To Lead

evolIS



The Program

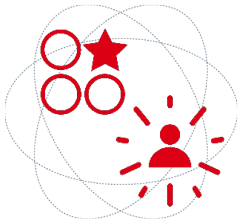


Team Up To Lead

- An internationally renowned **recognition** program
- Launched in **2019**
- **600+ 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
and get priority on **business opportunities**



Your benefits

Are You Interested In Increasing Your Evolis Sales?



Recognition



Leads



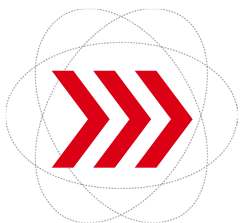
Training



Tools



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 & budget**




**All your
advantages**

Recognition

Evolis Certified Partner Status

Official **Red logo** + accredited **partner logo & number** published on Evolis website
2 new categories: Gold+ and Platinum+

Engagement Bonus

Yearly program **rewarding** your **Evolis promoting actions**
 Up to **€/\$1000 cash back**
Growth Bonus* for **Gold+ and above** 

**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** 

Red Plates

Official Evolis **Red Plate Trophy**
 Exclusively for **Gold & Platinum**
To be produced upon request at the beginning of the year

Logo & Official Status - valid for 2 years

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



Leads & Priority

○ Specific Offers



All 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



Training



○ Sales Training



Boost your turnover & increase your customers' satisfaction
Strengthening **promotion & sales opportunities** by capitalizing on product expertise and using **up- & cross-selling** techniques

NEW -> *Eligible for Engagement Bonus*

○ Technical Training



Strengthen your expertise in the **support & maintenance** of Evolis products
Acquire and master **fundamental knowledge** on the **operation & maintenance** of Evolis printers

NEW -> *Eligible for Engagement Bonus*

NEW ○ Evolis experience tour



For Platinum+ - Enjoy an immersive experience in **Angers**: discover our site, meet our teams and **co-construct your business plan** together during dedicated workshops.
- Trip offered by Evolis - Value: **€/ \$1,000**



CERTIFIED SALES TRAINING
2024/2025



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 €450/\$550!

Upgrade existing Evolis printers & replace competitors' ones
Contact your Evolis representative to receive the conditions

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



[Watch in video](#)

○ 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

○ Event Pack

Have everything ready for your event
Stand guidelines, marketing tools & card designs, Evolis tips...
Contact your Evolis Representative to access to your Event Pack



NEW ○ Marketing Financial Support

Exclusive **funding** to support your marketing actions (campaigns, events...) - **from Gold+**



All in a glance



Recognition

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



Leads

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



Training

Certified Sales Training	•	•	•	•	•
Certified Technical Training		•	•	•	•
Evolis experience tour NEW					•



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		•	•	•	•
Event Pack		•	•	•	•
Marketing Financial Support NEW			•	•	•

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



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

EARN UP TO €/\$1.000!

The Red program recognizes our partners' sales efforts: 4 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)
- **Training on-site:** validate 1 sales or technical training course (1 day minimum)
- **Sales & Marketing Plan:** min. 3 scheduled & validated actions

3 bonus levels according to the number of engagements completed:

1	2	3
€/\$200 Cash back	€/\$450 or 1 Demo Unit FOC (Zenius Classic)	€/\$750 or 1 Free Unit FOC (Primacy Simplex)

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

NEW

GROWTH BONUS FROM GOLD+:

From the first validated level, **earn €/\$250** if the current year's printer sales volume exceeds that of the previous year.

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 for commercial opportunities including more than 5 ReTransfer printers or 10 Direct-To-Card printers or 5*2 Direct-to-Card printers (except contract renewal). 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 \$450!

Maintain customer loyalty : upgrade their Evolis printers.
Gain new customers : replace competition products.

SALES CONDITIONS - 2025

Credit notes issued by Evolis & remitted to direct distributor



\$90

\$160 | \$190

\$280 | \$310

\$340 | \$400

\$460 | \$520

\$550

**2 credit notes issued separately on printer and card lamination module*

TERMS & CONDITIONS NEW

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

This program applies to your standard prices and **cannot be combined with other promotional offers.**

1) The reseller declares its TITU request on <https://www2.evolis.com/titu-registration> with the following information:

- Brand, model and serial number of the trade-out printer
- Proof of destruction of the trade-out printer
- Copy of the customer's order or invoice for the new printer
- Model of the new Evolis printer & name of Evolis supplier

Nb : 1 request per customer

2) The reseller receives a TITU number which validates the request.

3) The reseller places a new order with the Evolis supplier at standard conditions using the mention "TITU" + TITU number.

4) Evolis receives an order from its direct partner under standard conditions using the mention "TITU" + TITU number.

No more spare parts returns, credit note issued directly with the invoice for the new order!

Important:

Credit notes will be issued for new orders only.

Evolis must receive the new order within 3 months of the transaction with the end customer.

Total Trade In/Up orders should not exceed 20% of yearly Evolis printers purchased.

The value of the credit depends on the model of the new printer purchased, regardless of options.

TRADE IN ↔ TRADE UP

SAVE UP TO 450€!

Maintain customer loyalty : upgrade their Evolis printers.
Gain new customers : replace competition products.

SALES CONDITIONS - 2025

Credit notes issued by Evolis & remitted to direct distributor



80 €

140 € | 170 €

250 € | 280 €

300 € | 350 €

410 € | 460 €

450 €

**2 credit notes issued separately on printer and card lamination module*

TERMS & CONDITIONS NEW

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

This program applies to your standard prices and **cannot be combined with other promotional offers.**

1) The reseller declares its TITU request on <https://www2.evolis.com/titu-registration> with the following information:

- Brand, model and serial number of the trade-out printer
- Proof of destruction of the trade-out printer
- Copy of the customer's order or invoice for the new printer
- Model of the new Evolis printer & name of Evolis supplier

Nb : 1 request per customer

2) The reseller receives a TITU number which validates the request.

3) The reseller places a new order with the Evolis supplier at standard conditions using the mention "TITU" + TITU number.

4) Evolis receives an order from its direct partner under standard conditions using the mention "TITU" + TITU number.

No more spare parts returns, credit note issued directly with the invoice for the new order!

Important:

Credit notes will be issued for new orders only.

Evolis must receive the new order within 3 months of the transaction with the end customer.

Total Trade In/Up orders should not exceed 20% of yearly Evolis printers purchased.

The value of the credit depends on the model of the new printer purchased, regardless of options.

DEMO PRINTERS ELIGIBLE PRODUCTS 2025

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

100% Partner Focus

Let's team up to lead!

Easy to do business together

EvolisRed
Program

evolIS

