



evolIS**Red**
Program
Team Up To Lead

evolIS



The Program



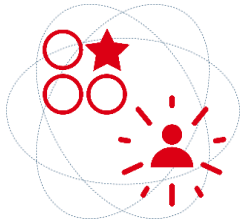
Team Up To Lead

- An internationally renowned **recognition** program
- Launched in **2019**
- **300+ 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



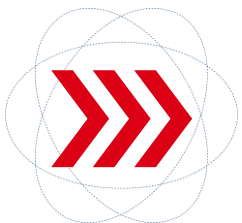
Training



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**

A Venn diagram consisting of five overlapping circles arranged in a circular pattern, creating a central region where all five circles intersect. The circles are drawn with dashed white lines on a solid red background.

**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**

NEW

○ Red Plates



Official Evolis **Red Plate Trophy**
Exclusively for **Gold & Platinum**

To be produced upon request at the beginning of the year



NEW

○ Logo & Official Status - valid for 2 years



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



Leads & Priority

○ Priority Promotion



All **Red resellers** will be the first to receive information about **new promotions**

○ 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

○ 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

2023/2024

EvolisRed
Program

CERTIFIED TECHNICAL RESELLER

2023/2024

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

NEW ○ Trade-in Trade-up



Save up to €450/\$550!

Upgrade existing Evolis printers & replace competitors' ones

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 Promotions



Take advantage of **exclusive additional Evolis-led promotions** & **dealer incentives** - for **Gold & Platinum** only



Marketing Tools

NEW ○ 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



○ 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



○ Marketing Financial Support

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



[Watch in video](#)



All in a glance



Recognition



Leads



Training



Tools

Sales

Marketing

Evolis Certified Partner Status

Engagement Bonus

Access to Evolis Team

Access to Evolis Management Team

Red Program Plates

new

Logo & Official Status - valid for 2 years

new

Priority Promotion

Priority Leads

Evolis Social Media Support

Priority Communication

Certified Sales Training

Certified Technical Training

Trade-in Trade-up

new

Promotional Tools

new

Discounted Demo Printers

Co-Branded Assets

Dedicated Promotions

Digital Welcome Kit for Newcomers

new

Marketing Toolbox

Campaign in a Box

Event Pack

Marketing Financial Support

A Venn diagram consisting of three overlapping circles. The top circle is light blue, the bottom-left circle is light green, and the bottom-right circle is light orange. The central area where all three circles overlap is a darker shade of blue.

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



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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



100% Partner Focus

Let's team up to lead!

EvolisRed
Program

Easy to do business together

evolIS