



EvolisRed
Program
Team Up To Lead

evolIS



The Program

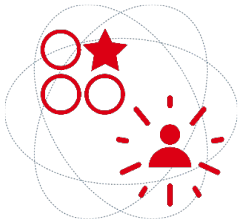


Team Up To Lead

- 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
and get priority on **business opportunities**

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 "Your benefits" is centered within the intersection of these circles.

Your benefits

Are You Interested In Increasing Your Evolis Sales?



Recognition



Priority



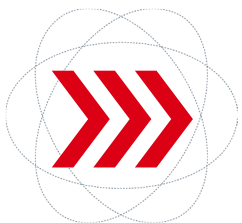
Training



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**

The image features three overlapping dashed white circles on a solid red background. 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 the three circles.

**All your
advantages**

Recognition

- **Evolis Certified Partner Status**

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



- **Access to Evolis Team**

Direct contact with an Evolis representative team



- **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





Priority



Priority Promotion



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

Evolis Social Media Support



Special highlights of Gold & Platinum resellers on social media

Priority Communication



All Red resellers will receive Evolis RED Newsletters, invitations to webinars and product training.

Invitation to Partner Roundtables



Platinum partners receive exclusive invitations to roundtable discussions with the Evolis representative team.





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

2024/2025

EvolisRed
Program

CERTIFIED TECHNICAL RESELLER

2024/2025

Partners following trainings receive
an **Official Logo & Certification** - valid for 2 years

Online (e-learning)

Contact your Evolis representative for more information



Sales Tools

NEW



Promotional Tools



Receive **Evolis goodies & ID sample cards** (swatch book)
Upon request, contact your Evolis representative for options



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



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**



○ 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



All in a glance



Recognition

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



Priority

new
new

Priority Promotion	•	•	•
Evolis Social Media Support		•	•
Priority Communication	•	•	•
Invitation to Partner Roundtables			•



Training

Certified Sales Training	•	•	•
Certified Technical Training		•	•



Tools

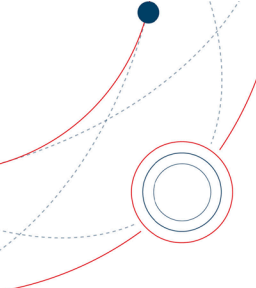
Marketing

new

Promotional Tools	•	•	•
Co-Branded Assets	•	•	•
new Dedicated Incentives	•	•	•
Digital Welcome Kit for Newcomers	•	•	•
Marketing Toolbox	•	•	•
Event Pack		•	•

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Process & Criteria



Point System

Qualification Criteria for 2024

Category	Silver	Gold	Platinum
Total Points	5	20	40

Card Printer	Points awarded for each item purchased
Zenius	1 pt
Primacy 2 (Simplex)	2 pts
Primacy 2 (Duplex)	3 pts
Avansia / Agilia	5 pts

Terms and Conditions:

1. EDPs should provide sales data along with supporting invoices.
2. All participating resellers must register for the Evolis RED Program.
3. This program applies only to Channel Sales; project sales are not included.
4. Evolis Red Program is offered in select countries. Reach out to us for more details.

Criteria



Evolis Points to be achieved for 2024

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

5^

20^

40^

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Own a Zenius or Primacy 2 Demo Printer

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Evolis Dedicated Webpage

High visibility of Evolis' core products on dedicated webpage on partner website.

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Evolis Preference via High Visibility of the Evolis Brand

Must promote Evolis products through website, marketing campaigns and social media.

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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

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Business and Marketing Plan

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

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Must Maintain Evolis certified Technical and Support Skills

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

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Service Offer

Including technical services agreement

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^ Zenius, Primacy 2, Avansia, Agilia,

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: evolisia@evolis.com or your local distributor.

100% Partner Focus

Let's team up to lead!

Easy to do business together

EvolisRed
Program

EVOLIS

