



Evolis**Red**
Program
Team Up To Lead

evol**is**

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

The Program



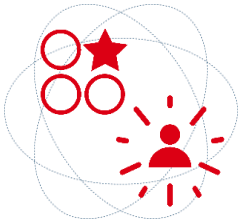
Team Up To Lead

- 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



Priority



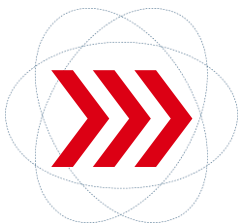
Training



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**



**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



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



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



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) - Up to 4 sessions per year
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 Promotions



Exclusive sales promotions to RED partners



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**

○ Event Pack



NEW

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

new

new



Priority



Training



Tools

Sales

Marketing

new

new

new

Evolis Certified Partner Status	•	•	•
Access to Evolis Team	•	•	•
Red Program Plates		•	•
Logo & Official Status - valid for 2 years			•
Priority Promotion	•	•	•
Evolis Social Media Support		•	•
Priority Communication			•
Certified Sales Training	•	•	•
Certified Technical Training		•	•
Promotional Tools	•	•	•
Co-Branded Assets	•	•	•
Dedicated Promotions	•	•	•
Digital Welcome Kit for Newcomers	•	•	•
Marketing Toolbox	•	•	•
Event Pack		•	•

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

Evolis Dedicated Webpage

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

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 tradeshow

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



5^

.



15^

.

.

.



50^

.

.

.

.

.

.

.

.

^ Zenius, Primacy 2, Avansia, Quantum

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:
evolisasia@evolis.com or your local distributor



100% Partner Focus

Let's team up to lead!

EvolisRed
Program

Easy to do business together

evolIS