



Evolis**Red**
Program
Team Up To Lead

evolIS



The Program



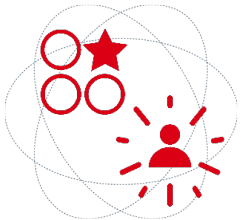
Team Up To Lead

- 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**

The background is a solid red color. 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 is centered within the intersection of these circles.

**Your Categories
and Benefits**

The Categories



- **4 Reseller levels:** Platinum+, Platinum, Gold and Silver
- **1 dealer level:** Bronze

All new partners will begin at Silver and gradually move up

Presenting the Platinum+



Recognition



Leads



MCF



Training



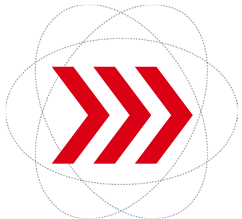
Tools



Campaigns



The **Platinum+** are the top tier of our reseller partners



With added advantages of **customized campaigns, marketing actions and marketing co-op fund (MCF)**, the Platinum+ is the category to vie for

The Core Benefits to Red Partners



Recognition



Leads



MCF*



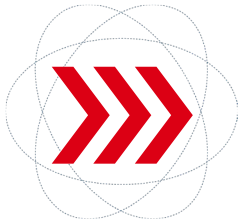
Training



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**

Provide Value Added support to your Dealers too



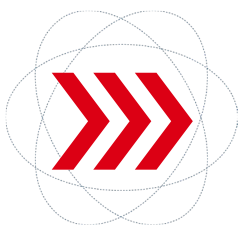
Recognition



Leads



The **Bronze Partners** cater to the dealers partnering our Platinum and Gold partner



Enhance their **skills & know-how**
Ensure Commitment from dealers

Three overlapping dashed white circles are centered on the page, creating a floral or Venn diagram-like pattern. The circles overlap in the center and at the top and bottom, leaving three petal-shaped regions on the sides.

**All your
advantages**

Recognition

○ Evolis Certified Partner Status



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

○ Engagement Bonus



Yearly Marketing Co-op Fund **rewarding** your **Evolis promoting actions**

Contact your Evolis representative to receive the conditions

○ Access to Evolis Team



Direct contact with an Evolis representative team

NEW ○ Red Program Certificate



Official Evolis **Red Program Certificate**
Exclusively for **Gold & Platinum**

To be produced upon request at the beginning of the year

NEW ○ Logo & Official Status - valid for 1 year

Subject to compliance with eligibility criteria



Leads & Priority

○ Priority Promotion



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

○ Priority Leads



Benefit from leads generated by Evolis' global and regional marketing campaigns

○ Evolis Social Media Support



Special highlights on **social media**

○ Priority Communication



Platinum+ and 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 – priority for Gold, Platinum & Platinum+ partners

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

○ Access to Evolis Promotional Offers



Take advantage of **exclusive additional Evolis-led promotions & reseller incentive schemes**

○ Discounted Demo Printers - Demo Pack



Enjoy **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 Marketing Co-op Fund



Take advantage of **exclusive marketing support to organize Evolis Promotional activities** - for **Gold, Platinum & Platinum+ only**



Marketing Tools

○ Welcome Kit for Newcomers



A “welcome to the community” gesture offering deeper insights on the program and its working

NEW

○ Marketing Toolbox



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



[Watch in video](#)

NEW ○ Campaign in a Box



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

○ Event Pack



Have everything ready for your event

Stand guidelines, marketing tools & card designs, Branding panels

Contact your Evolis Representative to access to your Event Pack

○ Marketing Financial Support



Exclusive **marketing co-op fund (MCF)** to support your marketing actions (campaigns, events...) - for **Gold, Platinum & Platinum+** only



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

Evolis Red Program Qualification Criteria

- The Red Program in India is **based on a unique point system**
- Every category/ tier has a set of total points to be achieved from the cumulative sale of Printers and Ribbon Assembly
- From the total points for every tier, **it is mandatory to achieve the printer points as given.** Balance points can be achieved from printers or ribbon assembly
- A reseller partner stands qualified in the Evolis Red Program only on achieving the total points for a particular tier



Point System

Qualification Criteria for 2023



Category	Platinum +	Platinum	Gold	Silver	Bronze
Total Points	300	175	90	35	10
Printer	175	100	60	20	
Ribbon Assembly	125	75	30	15	

Item Purchased	Points awarded for each item
Evolis Asmi	0.5 pts
Primacy2/Zenius	1 pts
Edikio/ CLM/ Tattoo RW	2 pts
Avansia/ Quantum	5 pts
20 ribbon assembly (non-KOKO)	1 pt
40 KOKO ribbon assembly	1 pt

Mandatory Criteria

Evolis Points to be achieved for 2023

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

Evolis Bronze Partners

Must have minimum of 10 bronze partners listed under the program

Must Maintain Evolis certified Technical and Support Skills

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



35



90



175



300

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Registration Process

- 1 Complete the online form:
[Red Program application centre \(evolis.com\)](https://evolis.com)
- 2 Evolis to validate your request with Regional Sales Manager and Marketing Manager
- 3 Once approved, receive your welcome kit with your unique Red Program number. All benefits as per category to be offered
- 4 On achievement of points, Receive your Evolis logo & official reseller certificate

Further Information:

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



100% Partner Focus

Let's team up to lead!

EvolisRed
Program

Easy to do business together

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