

Angers, October 24, 2023

Evolis launches its retransfer card printer: Agilia, The Game Changer

The world leader in direct-to-card printing launches its retransfer card printer, 100% designed and manufactured at its production site in France (Beaucouzé). With this new product, Evolis aims to increase its market share by 20% over 4 years. How do we achieve this? By pursuing the same strategy as for its D2T2 products: offering the best quality/functionality/price ratio.

This ambition, fully assumed, is also reflected in the slogan accompanying this major launch for Evolis: Agilia, The Game Changer.

Agilia: everything you can expect from retransfer (and more)

To be credible in a market such as retransfer, Evolis understands that it must offer a **product capable of disrupting the competition**. That begins with Agilia's integration of all the key features of a best-in-class retransfer card printer: high 600 dpi print quality, over the edge, the ability to print on a wide range of card types, and a lifetime warranty on the print head.

However, to stand out from the crowd, Evolis has **to go beyond the expected functionality, taking into account the different needs of users**: single or double-sided personalization, multiple encoding options, high-definition micro-text and QR code printing, 200-card feeder, optimized user experience on Windows and Mac, and more. **Numerous additional features and new options are already planned**, starting in 2024.

« Agilia is sure to change the rules in the retransfer market », says Philippe Lesellier, Agilia Product Manager.

100% Made by Evolis retransfer

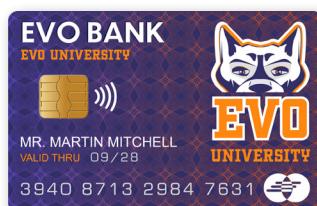
Although Evolis has been competing in the retransfer market for several years, with Agilia it will be able to offer a 100% Evolis solution. Its customers will then have **access to the same level of flexibility, functionality and positioning that Evolis already offers on its D2T2 card printer range**.

Agilia is so promising because it builds on the innovations developed for Primacy 2. It capitalizes on the high-performance design of the benchmark of the direct-to-card printing market, and lends it a certain credibility. «With Agilia, we're going to bring to the retransfer market what we brought to the D2T2 market: **the best quality / functionality / price ratio**», explains Nathalie Clément, Product Marketing Manager.

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Agilia is sure to change the rules in the retransfer market!

Philippe Lesellier
Agilia Product Manager



« The Game Changer » :
an assertive fighting spirit

The choice of the slogan « The Game Changer » and the martial artist for the launch concept is significant: **it represents the fighting spirit of Evolis, both in words and visually.** At the same time, the explosion of color promises high-quality printing, one of Agilia's flagship features. Agilia intends to take on the competition's retransfer card printers, without any hesitation. **The brand's objective is clear: to achieve a 20% market share within 4 years.** For Philippe Lesellier, the ambition is commensurate with Agilia's potential: «We are determined to make this product the new market benchmark, the one that will change the rules of the game: 'The Game Changer' ».

To find out more,
visit [Agilia webpage](#):



EVOLIS IN A FEW FIGURES

A world leader

- ② 2 million cards printed each day
- ② Approximately 77,000 printers produced (2022)
- ② 360 employees worldwide
- ② More than 3,000 partners worldwide
- ② An ISO 9001 certified company

evolis

Evolis - 14 avenue de la Fontaine - Z.I. Angers-Beaucouzé 49070 Beaucouzé - France
T +33 (0) 241 367 606 - F +33 (0) 241 367 612 - info@evolis.com

www.evolis.com