



EvolisRed
Program
Team Up To Lead

evolIS



The Program

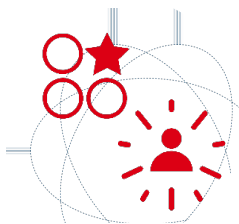


Team Up To Lead

- 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**



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**



**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**



○ 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

○ Specific Offers



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

○ 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

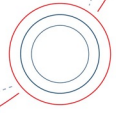
Acquire and master **fundamental knowledge** on the **operation & maintenance** of Evolis printers



EvolisRed
Program
CERTIFIED SALES TRAINING
2024/2025

EvolisRed
Program
CERTIFIED TECHNICAL RESELLER
2024/2025

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

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 Incentives

Take advantage of **dealer incentives** - for **Gold & Platinum only**



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**

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

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



Leads

Specific Offers	•	•	•
Priority Leads		•	•
Evolis Social Media Support		•	•
Priority Communication			•



Training

Certified Sales Training	•	•	•
Certified Technical Training		•	•



Tools

Sales

Trade-in Trade-up	•	•	•
Promotional Tools	new	•	•
Discounted Demo Printers	•	•	•
Co-Branded Assets	•	•	•
Dedicated Incentives		•	•

Marketing

Digital Welcome Kit for Newcomers	•	•	•
Marketing Toolbox	•	•	•
Campaign in a Box		•	•
Event Pack		•	•
Marketing Financial Support			•

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 'Process & Criteria' is centered within the intersection of these circles.

Process & Criteria

Criteria



5 15 50

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

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/status>

Further Information

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



Appendices

100% Partner Focus

Let's team up to lead!

Easy to do business together

EvolisRed
Program

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