PROUD

an artisJet division

VERSION 1.0

May 2022

artisJet®

amaze those you value

UNITE THOSE YOU VALUE

Key Points

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About artisJet

Core Value| Footprint | Core Tech & Service

2

About proud

Hardware & Software | Features

3

Positioning

Positioning

4

Competitive Relationships

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Working with Channel

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artisJet®
amaze those you value

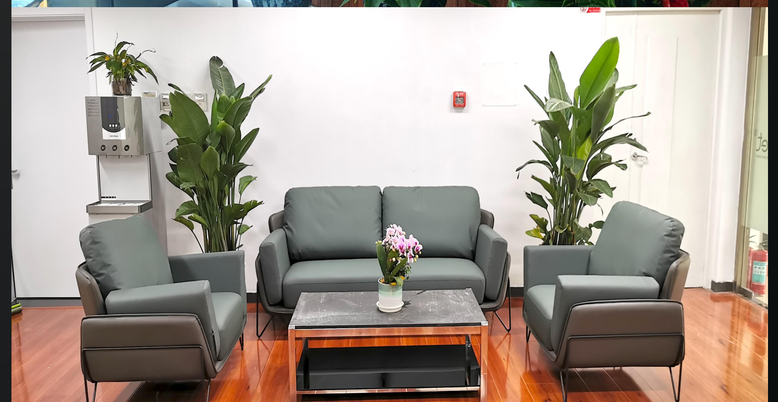
About artisJet

ArtisJet®
amaze those you value
ArtisJet®
2022

ArtisJet

ArtisJet®
amaze those you value
创新中心
INNOVATION CENTER
Innovating with love

ArtisJet
北京世拓博图科技有限公司



Vision

Where to go?

To be and being recognized as the most reliable company for instant-custom-print-oriented solutions in the worldwide.

Mission

What to do to go there?

We provide dedicated, professional, yet simple and hassle-free digital color print products and services for different scenarios with custom-instant printing demand. By listening to our customers, we create and enhance the value of their products and services. Empowered by the trust and reward from our customers, we will optimize the environment in which we live and work to prosper.

Value

How to get there?

The core values are not only our beliefs but the mindset we embrace, the guide that we make decision, the actions we take, and the fundamental we believe with which to create value.

ArtisJet®
amaze those you value

Core Values

Dedicated | Committed
Result-driven
Proactive
Passionate
Consistent
THE MINDSET WE EMBRACE, THE GUIDE TO MAKE DECISIONS, THE ACTIONS WE TAKE

Focus On It

Bring the mindset of being a champion in the field

Commitment – Being No.1 is our obligation
Perseverance – Seeking perfection in quality

Stick To SOP

Sustainability is the priority

SOP – Formalize the actions, instill them into daily work and keep them dynamic
Reliable – Earn the trust

Result–Orientation

Make customer's success the main benchmark by which to measure your success

Simplicity – Understand the most–matters & go for it
Diversity – Being open & modest to new ideas to learn

Love it, Drive it

Keep innovating with love

Proud – Make everybody proud of what they are doing with us
Goodwill – No matter how small the act, always do the right

Proactivity

Get ready to be better intentionally

Courage – Never fear change or failure to make things better
Positivity – Always think and act positively

Footprint

History of artisJet

2005 – 2006

The 1290 printer, the 1st generation flatbed printer in China was launched in 2005, and Europe reseller was appointed.

2007 – 2008

The 2nd generation based on a faster speed head printer, was launched in Shanghai exhibition.

2009 – 2011

First appointed USA reseller;
Launching direct print solvent ink & the first A2 and A3 DTG printers;
The first phone case direct print solution.

2012

Boosting Samsung Galaxy Note 1 launch;
The first A2 Desktop LED UV printer was launched;
Cotex exhibition in Brazil.

2013 – 2014

1st A3 desktop LED UV printer launch;
Appointed resellers & events in; Turkey, Dubai, Egypt, India
New generation of built-in system printers launching.

2015

FESPA, SGI DUBAI events;
RED STAR Award Winning;
1st Tech Training Center;
A4 LED UV & solvent printers.

2016

Attending DRUPA Germany 2016;
NEW PRINTERS & rebrand: artis 2100U A4 LED UV printer, artis 5000U A2+ LED UV printer, artis 3060U A3+ LED UV printer.

2017 – 2018

Series of new products, both LED UV and DTG printers;
Launching rotary technology ROT 360 device for artis 5000U printer.

2018 – 2019

New Generation of cartridge-based LED UV printers & technology launch: A5 artisJet proV6, B3 artis 3000U pro & upgrading the artis 5000U B2 LED UV printer.

2019

Optimized Rotary technology launch and Braille printing technology launch in FESPA Munich 2019

2020

Attending SGI Dubai 2020;
New A4 artisJet Young printer, artisJet Workstation & full printing solutions development;
APP printing on demand with proV6.

2021

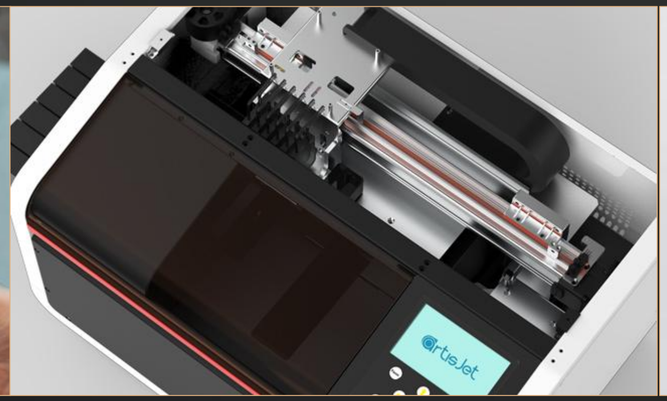
artisJet Workstation printing software;
APP interactive digital stand development;
Retail brands solutions and training;
Advanced Braille printing technology;
NEW printers and solutions on the way!

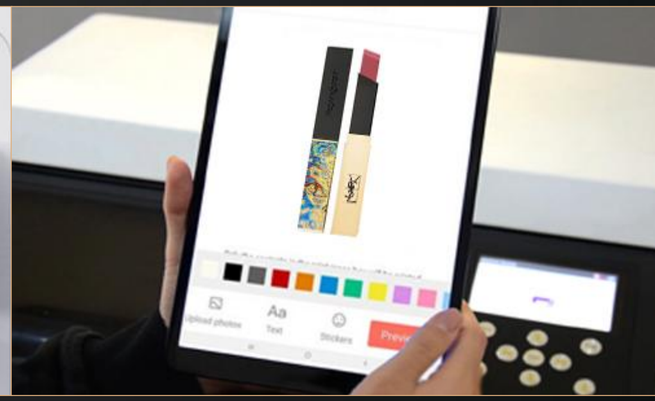
Core Technology Owner

Background

Backed by 16 years of dedicated research and development, artisJet is now a core technology owner of various sections of the print engine, hardware, software, and firmware.

We have invested a tremendous amount of money on the R&D of the ink system. Not only do we spare no cost on the technology side, we are source the materials around the world to find the most reliable building block for our products.





☑ Printing systems with software

☑ Edge-cutting hardware print systems

☑ Consumables and spare parts

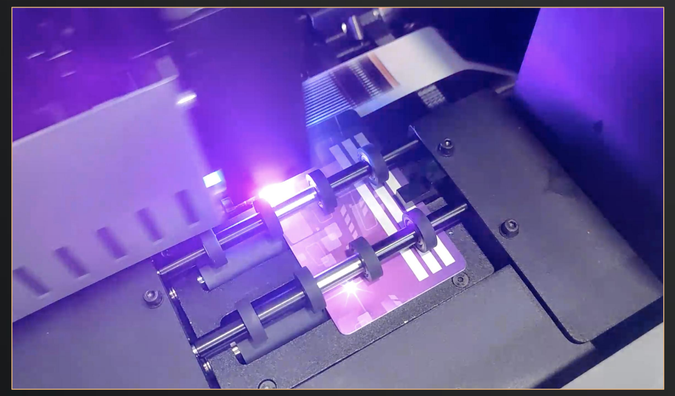
☑ Printing related projects completion

Core Technology Owner

Hardware

We have developed our own motherboard and related technologies.
Our customers can use the printers with the interactive and user-friendly workstation software. And we offer firmware upgrades to all of our users.
We are passionately dedicated to the development of small and medium size UV printers, and have developed a line of exclusive UV-related technologies.

Specially formulated inks for UV printing



50% Reduced odor levels due to specially formulated eco-friendly inks

6 Months time allowing the printer in idle condition

35% Extended life span of the ink system

4 Direct to substrate inks portfolio

20% Less ink usage than traditional printing

300 Days shelf durability

Advanced LED UV Ink System

30% More time-saving and easier operation

25% Improving of time-taking for ink charging and smoother ink flow

100% Use of ink

ZERO Ink spilling risk or color mix-up

Built-In LED UV Curing System

35% Reduced UV power utilization due to built-in LED UV curing system

10% Prolonged life of print head and ink system due to focused lens, with no possibility for light spill, the UV light doesn't accidentally shine on the print head

Core Technology Owner

Software | Firmware

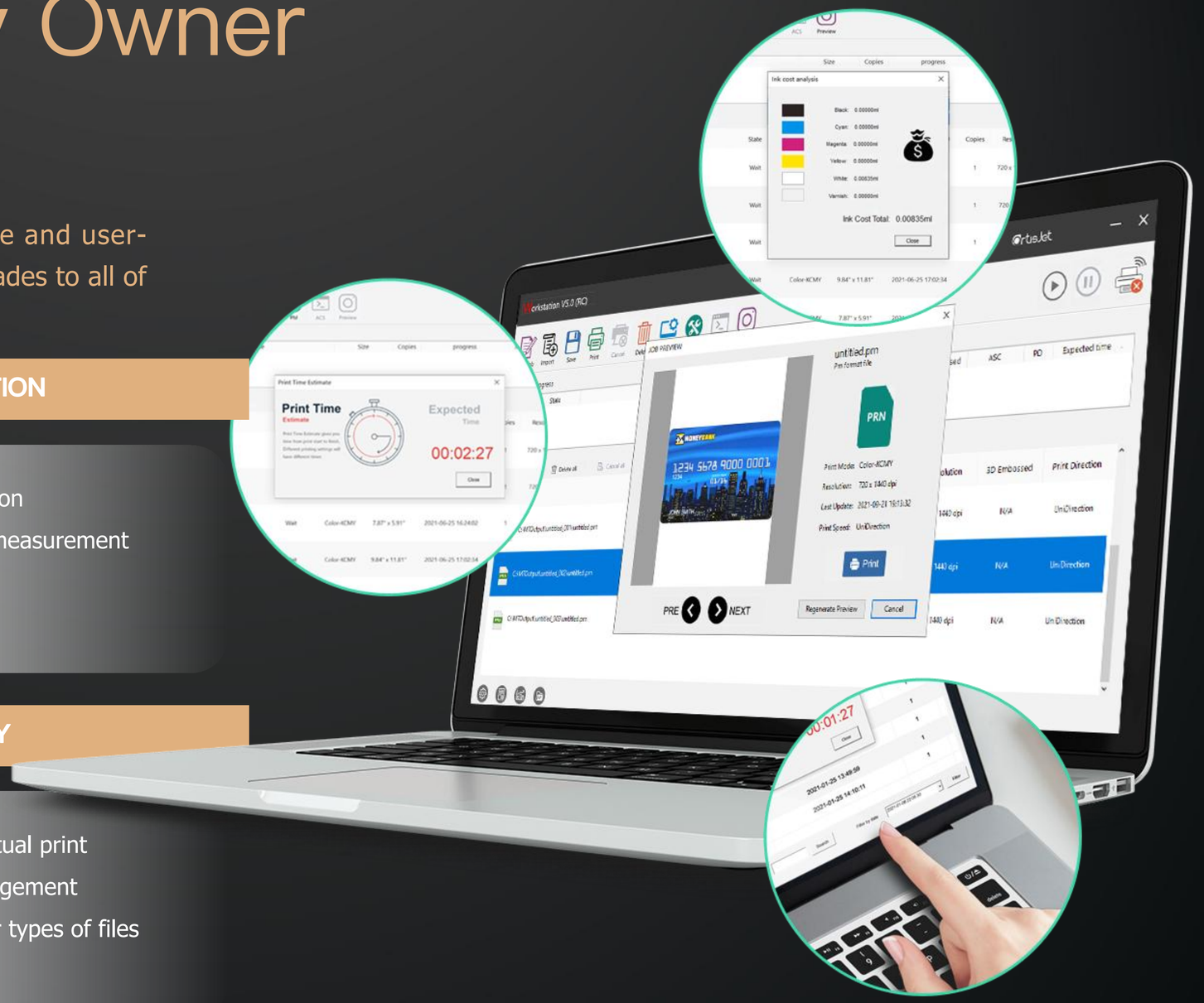
Our customers can use the printers with the interactive and user-friendly workstation software. And we offer firmware upgrades to all of our users.

USER FRIENDLY WORKSTATION

- ✓ 5 languages interface availability
- ✓ Printing time estimation
- ✓ Cost estimation for each job
- ✓ Ink Channel exchange
- ✓ ROT swift conversion
- ✓ Automatic height measurement
- ✓ COD to more

PRODUCTION EFFICIENCY

- ✓ Braille Print Function
- ✓ Varnish printing selection
- ✓ Continuous and repeat print
- ✓ 3rd Party software compatible
- ✓ HOT FOLDER / Virtual print
- ✓ Multiple task management
- ✓ Support all popular types of files to more



Service & Support

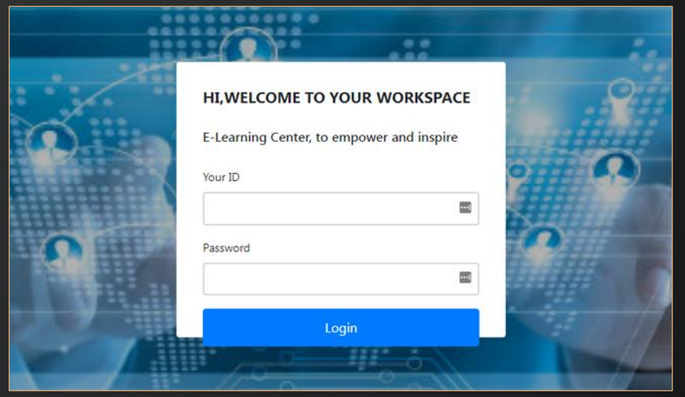
Solid Assistance

>5 Years Experienced Team

artisJet CCC team are professional members company for more than 5 years. The team is strong both technically and comprehensively (languages, skills, and the ability to understand and solve the problems). We also provide on-site service on demand.

Education & Training System

We train your engineers and get your staff up and running. Our tech support crew members boast extensive knowledge in this field, over 5 years of experience on the job, with English proficiency.



Comprehensive Educational Materials

ALL-SOLUTION manuals are available. Installation manual, print manual, software manual, maintenance manual, service manual.

Sales Support

Dedicated team

- Sales skills training for your sales staff
- Marketing training
- Leads assignment
- Sales supporting materials

- Exhibition & fair support
- On-site support
- Case study and empowerment
- Sample design and sample package

Accessibility

Securing local access globally

North America

Canada
United States
Mexico

Europe

Spain
France
Portugal
Germany
Italy
Serbia
Romania
Netherlands
Belgium
Croatia
Slovakia
Hungary
Austria
United Kingdom

Asia

China
Singapore
Thailand
Malaysia
Pakistan
India

Middle East

United Arab Emirates
Egypt
Lebanon
Qatar
Saudi Arabia

South America

Chile
Peru
Brazil
Ecuador
Panama

Oceania

Australia

Ask about our distribution partnership programs!
Feel free to join us and enjoy the artisJet network, it is a family!

artisJet has been establishing the service centers to secure the local access globally and we have successfully expanded the **EASY-ACCESS SERVICE** in several countries across the Globe.

QUALIFICATIONS

Company Qualifications

ISO Certified Compa

Hi Tech Certificate

China Government Trademark Registration

Product Certifications

CE Certified

China Compulsory Certifications

FCC Grant of Equipment Authorization

REACH Compliant

Ink RoHS Certificate

Industrial Hygiene Survey Certificate

EurAsian Conformity

Intellectual Property & Patents

European Union Intellectual Property Office

USA Patent & Trademark Office

WIPO – Madrid - World Intellectual Property Organization

China State Intellectual Property (3 certifications)

Software Copyright Certificate of Chinese Copyright Administration Bureau (10 certifications)

Japanese Patent Office

About Proud

Hardware highlights

Dedicated to Fit Your Needs

Supersized card printing & on demand customization

Print CR80 cards and up to 140 x 88 mm and BEYOND with on demand custom size.

Over-the-edge printing

Automatic feeding system with bleeding area cleaning, no any break lines

Strong color durability

Proven high color quality & lasting prints through cross-cut color durability tests

RFID & Coding integration

Automatic pairing system for accurate data combination from digital color printing to RFID data reading, writing, matching to card

VDP Card printing

Easily print changeable data (card holder name, card number, card profile image etc.)

Sharp color performances

Based on artisJet UV curing system and its patented micro-digital-print technology, the printer delivers great color with great sharpness.

Environment friendly and safe

Safe RoHS, REACH, CS65, RISC certified green ink system

optimization

Professional APS

Perform customization in any environment, even with children attendance events, due to professional Air Purification System maintaining a clean air while operating.

Powerful yet smarter size and portable printer

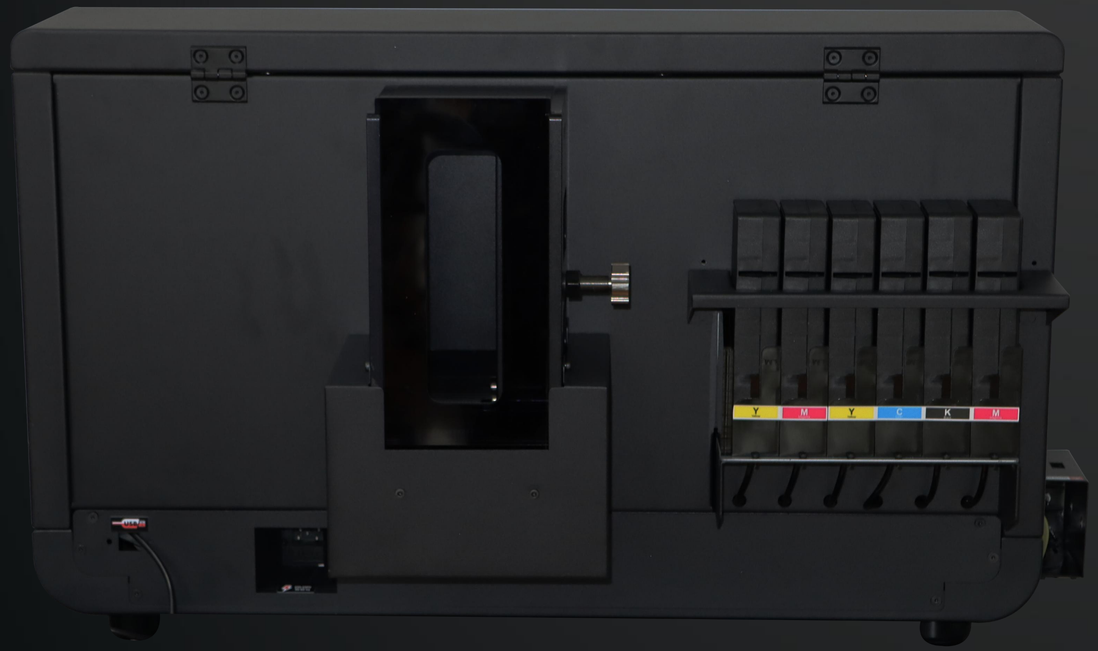
Designed for any climate and environment, with a smart size fit for any occasion with easier mobility

Production efficiency

Low to zero printing cost in your daily production enabling you to print 8000+ pcs of CR80 cards with one set of inks

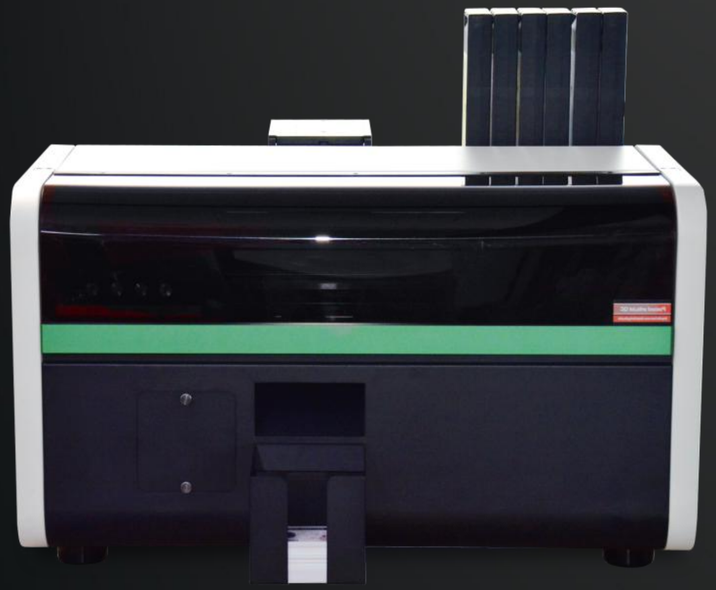
200 Card Loading Capacity

CMYK color mode. Adjustable card sizes.



Innovation

Keep Innoviting



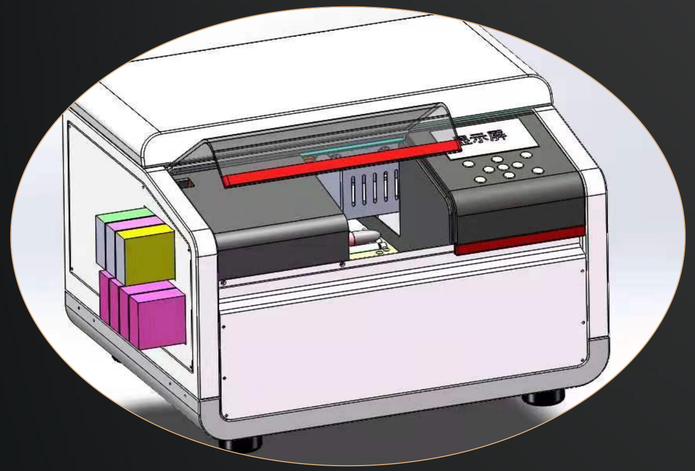
PROUD G1

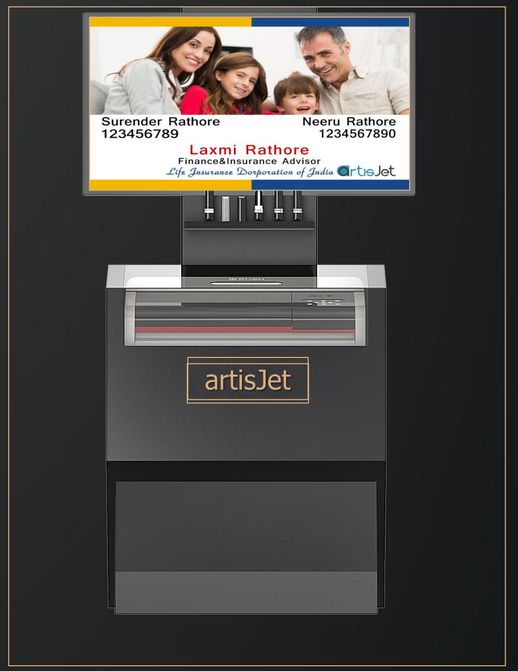
PROUD G2

PROUD G3

Enpowered Products

Creating Value





OEM/ODM Service

Print engine and module integration

KIOSK

Synergistic Products

Creating Value

Foil Effect

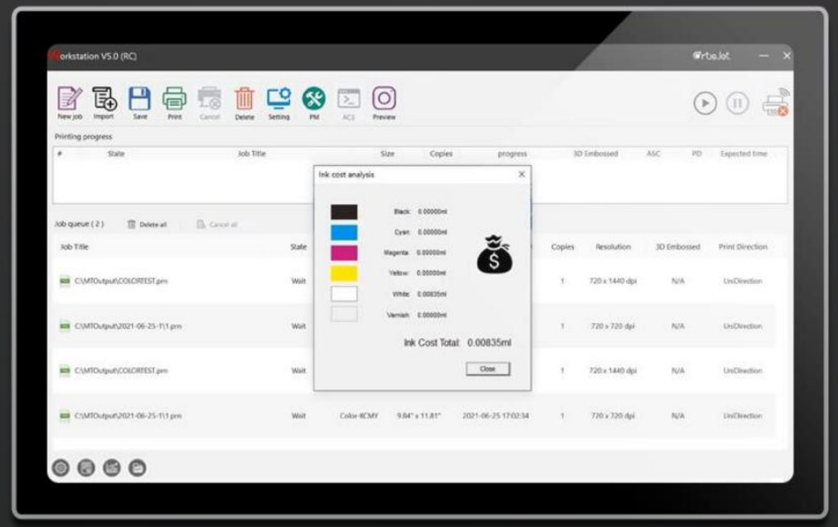
Varnish Effect

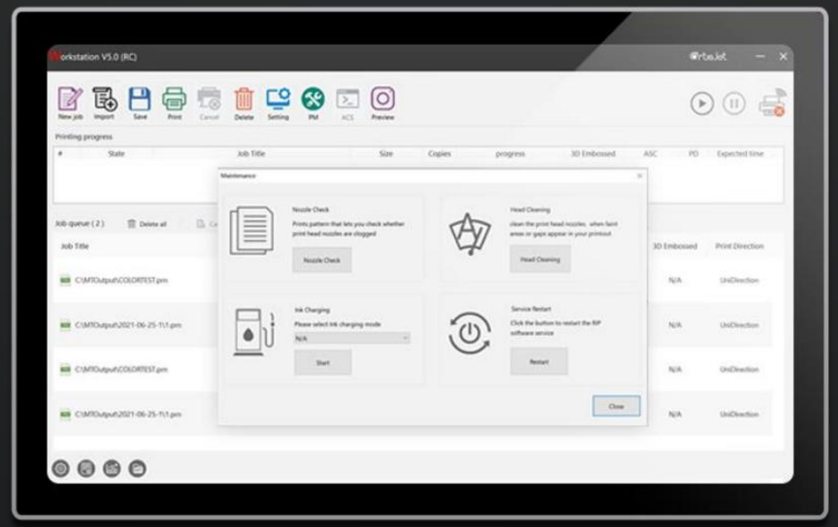
Embossed Effect

Information Supplementary

Software integration

Experience the excitement





Ready for Integration

Full integration and customization with your software via HOT FOLDER and VIRTUAL PRINT

Compatible to DTC software

Card printing and design made simple due to full compatibility to third party DTC software customization

Instant ink cost analysis

Calculate your card production ink cost before printing with quick access directly on your screen

Printing Time Estimates

Be ready and organize the printing tasks by always knowing how long it will take to print a full batch of cards.

Minimal maintenance in one click

Automatic ink flow, ink cleaning & maintenance in one click in quick simple steps, and easy to reactivate after long idle mode.

Open SDK on demand

Proud is mainly serving for larger scale events and card mass-customization printing production process, but further development is available on demand.

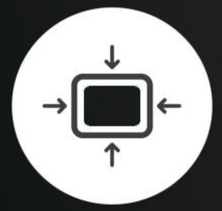
Typical projects

Exploring more

Positioning

Complementary Product to your vertical segement

ON PRINTING SIZE



Card Size

Up to 150*90 mm & beyond with on demand customization

Card Thickness

0.75 – 1.2 mm

ON OVER THE EDGE PRINTING

Over the Edge

Patented bleeding system

Bleeding Adjustment

Free Bleeding program design

ON PRINTING QUALITY

High Res

Up to 1440 dpi

DOD InkJet Printing

Drop on demand control tech

ON VDP/ RFID

VDP Print

Variable Data Printing

RFID

RFID Data Reading & Printing

Complementation

on printing size

Your on demand custom size	140 * 88 mm (5.51″ * 3.46″)	125 * 88 mm (4.92″ * 3.46″)	104 * 75 mm (4.05″ * 2.95″)	100 * 70 mm (3.94″ * 2.76″)	98.5 * 67 mm (3.88″ * 2.64″)	92 * 60 mm (3.62″ * 2.36″)	85.6 * 54 mm (3.37″ * 2.13″)

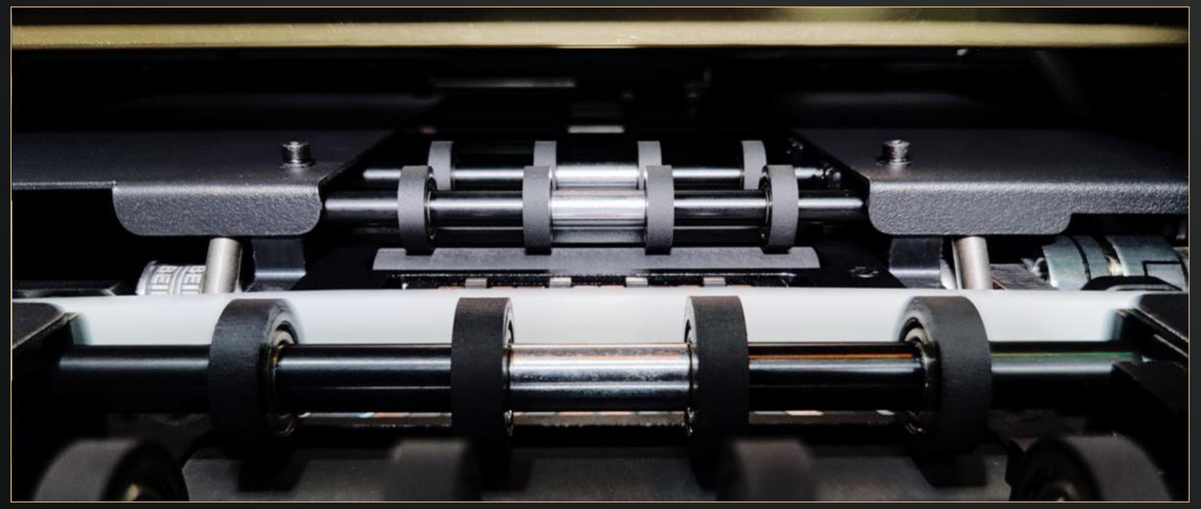
Complementation

on Over the Edge printing

Free-bleeding function

No unprinted border around the perimeter of the card!
artisJet Proud is with **Patent Bleed Technology** which performs perfect **full format over-the-edge printing**.

We understand the traditional way of printing which creates a lot of edge-to-edge, but we designed this printer bleeding-free. No any break lines or white areas will be made.
The automatic card feeding system and the wide range of array of encoding options will meet a broad range of applications, as needed.



Complementation

on printing quality

Keep your customers lighted with quality

Pairing the best print quality with cost effective production, artisJet Proud is empowered with artisJet's latest print engine for card printing, delivering a resolution at 1440 DPI with photo quality equipped with 3.0PL micro piezo inkjet and UV curing inkjet system.

Anti-static electricity system is optimizing the ink drop quality and accuracy.

High Resolution
1440 DPI

Quality sharpness

From 1 pt. font size & higher, according to design needs

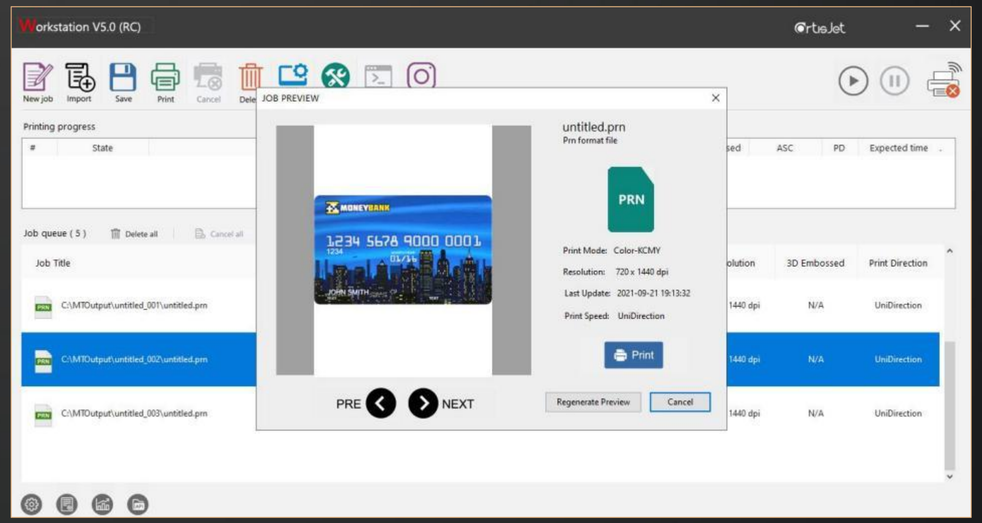
Perfect solid color printing

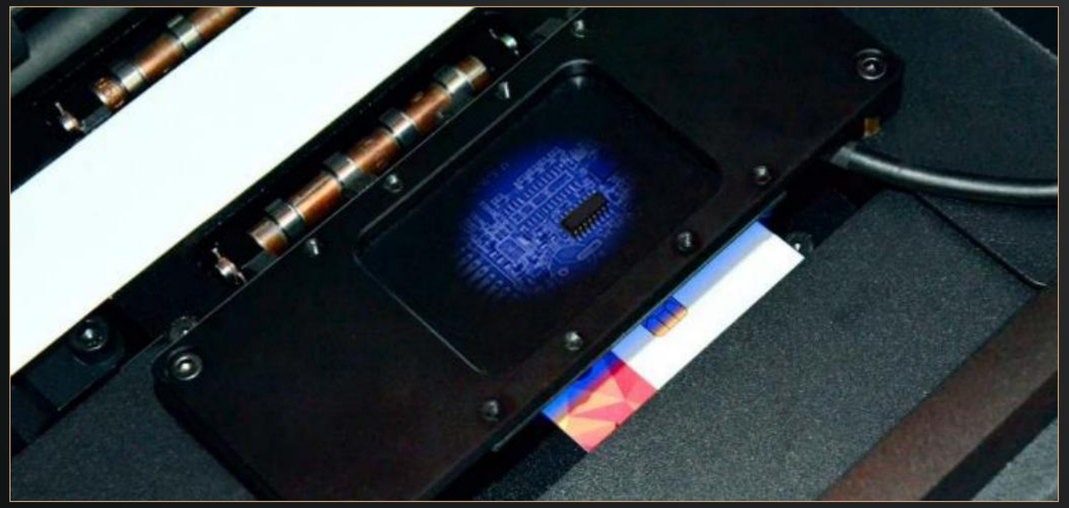
Complementation

on RFID / VDP Compatibility

Automatic pairing system for accurate data combination from digital color printing to RFID data, data reading, data writing and data matching became easier as never before.

Edit and convert the variable data file from the dedicated software, import the variable data printing file to artisJet Workstation and print.





4 Target Market

01 Supplement for distributors / rellers of the brands

02 Serve to the professional user and project contractors

03 Printing solution for Security & Access Control industry

04 Provide card printing solutions to Card Manufactures

Competition Study

Competitive analysis

	Thermal Card Printer	Retransfer Card Printer	Sovent InkJet Card Printer	UV Flatbed Printer	UV InkJet Card Printer
Printing Method	Thermal Printing	Retransfer Printing	InkJet Printing	**UV DOD inkJet Printing**	**UV DOD inkJet Printing**
Card Materials	PLASTIC: PVC / PET/ PETG….	PLASTIC: PVC / PET/ PETG….	Dedicated Paper or pre-treated Card	UNIVERSAL: PVC / PET/ PETG Metal / Wood 。 。 。	UNIVERSAL: PVC / PET/ PETG Metal / Wood 。 。 。
Feeding Way	Auto Loading	Auto Loading	Auto Loading	Template Loading Manually	Auto Loading
Printing Size	CR80	CR80 /CR90/CR100 by customized Hopper	CR80	All Size by customized template	**All size up to 150*90mm (Auto Adjustment)**
Edge-to-Edge Solution	White Margins 80% converage	**Yes**	---	**Yes**	**Yes**
Solid Color Printing	Not Good	Not Good	Acceptable	**Perfect**	**Perfect**
Durablity	1-2 Years	1-2 Years	1 Year	>5 Years	>5 Years
Enpowered Functions	No	No	No	White & Varnish	**White & Varnish (Custom)**
SDK	No	No	No	No	**Yes**

Channel Program

Channel Sales

to build a value chain

Working on customer success

For artisJet team, we believe that creating value for customers is the inexhaustible foundation of our future development. We always take the stand on our partners side to help our business and jointly work for the common goal. We believe teamwork is a crucial factor in any business development. The common goal is established on fundamental shared values. We have always been open, tolerant but rigorous in the selection of partners. A high-quality team on both sides is a necessary condition for cooperation. We understand that you may be choosing your partners or suppliers using the same criteria

Amaze those you value

How we work with Global Partners

explore more possiabilities

Business Plan with Global partners

proud working plan
with Global

SOP of working with artisJet

SOP-PROUD
Distribution

Piloting period managment

Reseller Pilot
Agreement-

amaze those you value

Thank You for your valuable time!

We are committed to meet the best there is for you.
There are more great new features that will assist you to do more with less.
Have thoughts on a specific requirement that's not on the list?
Let us know! Customized solutions are our specialty and it can be done for you.

Call Us

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