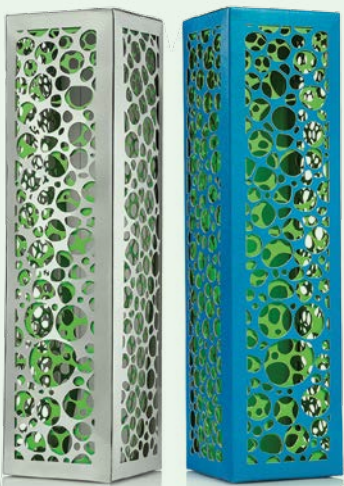







Highcon SYNERGY

PARTNERING FOR SUCCESS

As part of Highcon's vision of extending digital technology into the post-print process, we are happy to offer our Highcon customers an extensive support program to enable easy ramp-up, selling new products to your existing clients, and market development services targeting new business opportunities.



Key Support Activities

-  On-boarding & business ramp-up support
-  Joint promotional activities
-  Extensive application portfolio
-  Hands on training and education
-  Lead generation in key growth areas

The SYNERGY package includes the following components:



Business Ramp-Up

- › Highcon Axis Web-To-Pack Consultation session with business process expert
 - › A starter package of DART foil and resin consumables to produce marketing samples (provided as a credit note)
 - › A Sample Kit of packaging and promotional items produced with Highcon technology, designed to demonstrate the advantages of digital cutting and creasing
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Promotional Activities

- › Cooperative promotional campaigns including on-line advertising, email marketing and more. (50% of costs up to pre-determined limit, reimbursed via a consumables credit note)
 - › Public relations support via traditional press releases, social media and mass mailers (up to pre-determined limit, reimbursed via a consumables credit note)
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Application Portfolio

- › Free use of Highcon patented or licensed designs / products
 - › Dedicated, password protected customer portal on Highcon website - housing files and templates for sharing, contributed by the global Highcon user community (implies a commitment to contributing designs to the community once your team is up and running)
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Training and Education

- › Cross pollination of best practices by visiting successful Highcon installations
 - › Sales development workshops with key sales executives designed to facilitate knowledge sharing, skill transfer, portfolio development, pricing and more.
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Lead Generation

- › Dedicated campaigns targeted at brand owners, designers and agencies
- › Referral of leads from the Highcon website and sales team relevant to your geography and business focus
- › Support for local market development events (up to pre-determined limit, reimbursed via a consumables credit note)
- › Sponsorship of consumables for "trial / pilot" projects initiated by brand owners (up to pre-determined limit, reimbursed via a consumables credit note)

Our Vision

To bridge the gap between design creativity and production capability with innovative digital technology that unleashes the power of paper.

About Highcon

Highcon has developed a unique patented converting solution for post print processes in graphic arts industries such as folding carton converting and commercial printing, based on its proprietary DART (Digital Adhesive Rule Technology). This digital cutting and creasing process brings all the benefits previously associated with digital prepress and printing workflow to the existing analogue finishing market.