

TECHNO*mark*[®]
——— smart traceability

SALES BOOK

CON[®]NECT.series[®]

Easy model



Summary

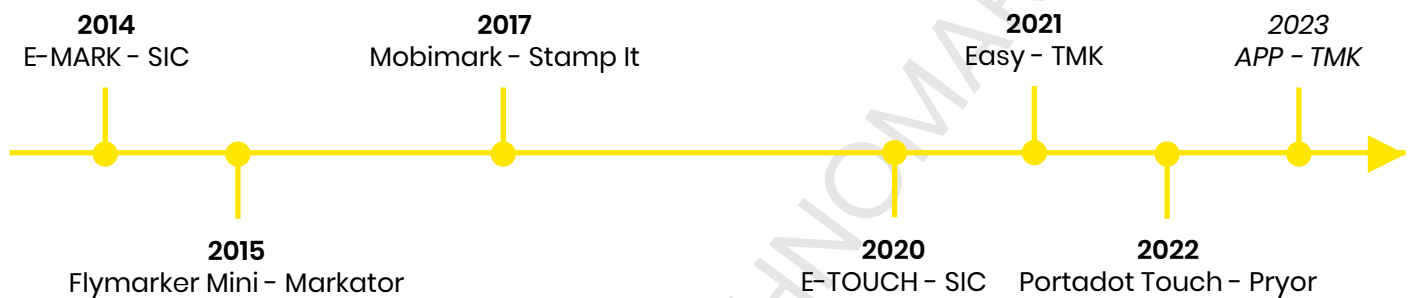
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Intro

MARKET CONTEXT OF THE HANDHELD DOT PEEN MARKING MACHINE

HISTORY

From 2000's to 2010's, our range of handheld machines allows us to cover 100% of the market, due to the absence of competitors with similar marking machines. From 2014, new all in one machines appeared and shook up the market.



		Evolution of Technomark sales' repartition			
		Light marking <0,1 mm : 25%	Moderate marking 0,1- 0,15 mm : 25%	Deep marking 0,15- 0,3 mm : 25%	Very deep marking >0,3 mm : 25%
Possible coverage area on handheld marking application	2020	<p>Multi4 20% Non accessible market 80%</p>	<p>Multi4 50% Non accessible market 50%</p>	<p>Multi4 50% Non accessible market 50%</p>	<p>Non accessible market 5% Multi4 95%</p>
	2022	<p>Non accessible market 30% Easy 70%</p>	<p>Non accessible market 30% Easy 70%</p>	<p>Non accessible market 20% Easy 80%</p>	<p>Non accessible market 5% Multi4 20% Easy 75%</p>
	2023	<p>Buddy 25% Non accessible market 5% Easy 70%</p>	<p>Buddy 25% Non accessible market 5% Easy 70%</p>	<p>Buddy 15% Non accessible market 5% Easy 80%</p>	<p>Multi4 10% Buddy 10% Non accessible market 5% Easy 75%</p>

The global market of all in one machines is estimated to 3,500 machines sold every year. From 2022, thanks to the Connect.series range (Easy and Buddy), the estimated sales potential for Technomark is 700 to 800 machines per year. It represents 20% to 23% of the market share. **In 2023 we will be able to answer 95% of the different uses on the market whatever the marking need.**

Intro

MARKET CONTEXT OF THE HANDHELD DOT PEEN MARKING MACHINES

Global market segmentation of the uses on the handheld marking machines estimated by Technomark

Type of use	Repartition	Machine used
Zoning	70%	Easy
Nomad	15%	Buddy
Zoning + nomad	15%	Buddy or Easy + Buddy



Easy model

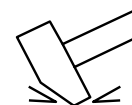


Buddy model
(Available mid 2023)

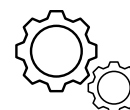
MARKET NEEDS



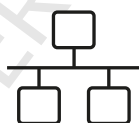
Light and compact products



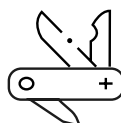
Robust and reliable machines (hundreds of marks daily)



Advanced products with tested hardware and software capacities



Products well integrated to the working environment and connected



Products evolving to allow additional uses



High level of services and support

Intro

SALES SUPPORT EASY VS BUDDY

Which Connect.series handheld model is best suited to my customer's needs?

The Connect.series machine for mobile use is **Easy**. This is the model that should be sold first. The Buddy model should only be sold for 2 reasons: 100% portable use (indoor and/or outdoor) with operator movement beyond 10 m or low budget. Here is a comparison of the two models according to the main criteria of choice in order to better guide customers.

BUDDY MODEL

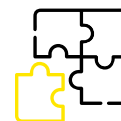
VS

EASY MODEL



Simple marking file (3 lines max) VS complex marking file (more than 5 lines).

Reminder: identical settings for all the lines of the file with Buddy VS settings per line with Easy => more setting possibilities on the controller.



Autonomous use of the machine: manual entry + 1D and 2D code scanning VS connected use: network, CSV and communication protocol.



Tight budget (Micro, Small and Medium Enterprises/some export countries) or aggressive competitive pricing (e.g. Chinese or Indian machine suppliers) VS no pricing constraints.



100% mobile use (indoor and outdoor) VS single marking area. Zoning is also possible (maximum radius of 10 m for Easy).



No software customisation VS need for software customisation. It is not possible to modify the Connect.app application to a customer's unique requirements.

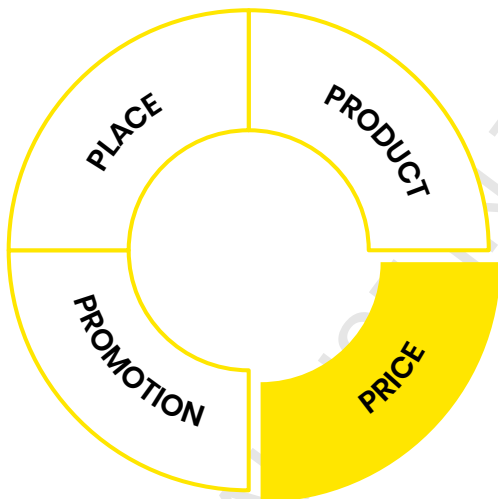
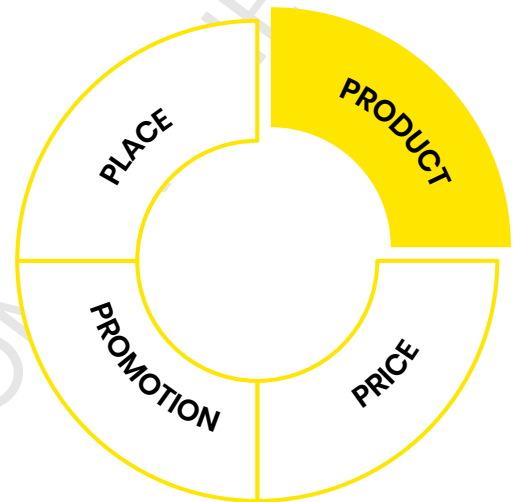
01.

THE 4Ps EASY MODEL – CONNECT.SERIES

EASY PRODUCT STRENGTH

- **Major innovation:** first handheld marking machine with wireless communication between the head and the control box thanks to a secured Wifi protocol. The wireless communication disposal and the RFID technology use are patented (patents pending in 2020 and 2022*).
- **Designed for capabilities:** light materials but strong and designed for every marking needs, even on hard to reach parts and areas.
- **Long term support:** from the birth of the project until the end of life of the machines thanks to lots of support provided.

More information about Easy features in the Connect. series range technical guide.



RATE PACKAGE

- **No direct competition** on this product because the innovation has never been seen before on the market. We are in a «pricing power» situation, because no equivalent available on the market, so the users are and will be an applicant no matter the price.
- **Best price position** regarding quality and product performance.
- **Total control of the cost of ownership:** minimal maintenance cost.

Details of the machines and spare parts in the Connect. series price list.

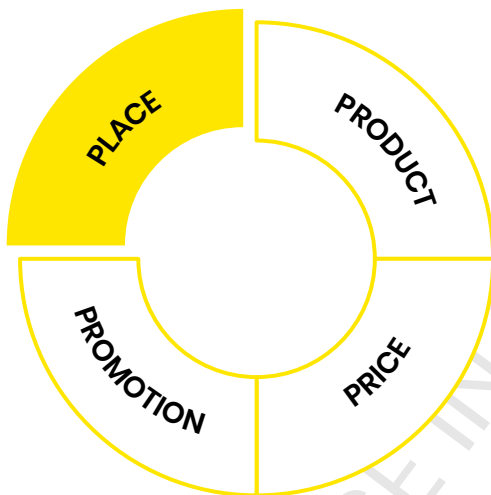
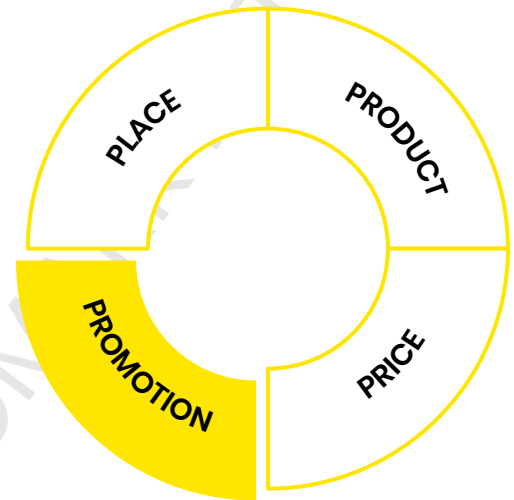
*Dot peen marking system with RFID technology patent pending WO3934854
Dot peen marking system with wireless communication patent pending WO2020178530

01.

THE 4Ps EASY MODEL – CONNECT.SERIES

PROMOTIONNAL TOOLS

- Technomark's website (7 languages)
- Product brochure (12-15 languages)
- Promotionnal videos (7-9 languages)
- Emailing campaigns (several per year)
- Exhibitions (worldwide)
- Marketplaces referencing (Direct Industry, Expo Permanente, Europages, Machine tools)
- Social networks (LinkedIn, Facebook, Twitter, Youtube)
- Press (press release, interviews, advertising inserts)
- Telemarketing
- SEM (SEO + SEA with adwords and display)



DISTRIBUTION

In France: direct sales most of the time and dealers (rarely).

Worldwide: sales with subsidiaries and well chosen distributors (a network of more than 50 partners).
At the moment you cannot buy our products online. You have to contact the sales team.

TECHNOLOGICAL BENEFITS

- Premium quality products, designed and manufactured in France.
- Unique product, different from the other all in one marking machines available on the market. Meeting the same requirements and offering more features.
- After sales risks reduction (due to the cable) thanks to the wireless connectivity between head and control box.
- A wide range of options available.

LONG TIME SUPPORT

For the customers

- **Pre sales services:** feasibility studies, samples making, demonstration, personalisation
- **After sales services:** technical support, training, phone assistance, maintenance contract, machines loan...

For the distributors

- Training
- Promotionnal tools
- Technical and sales support
- Responsive team
- Machines and demonstration kit

02.

EASY MODEL VS ALL IN ONE MACHINE

Main differences between all in one machines and Easy

1. Better than an all in one machine

- Freedom of movement thanks to the wireless communication between the marking head and the control box.
- Ergonomic and comfortable handling, intuitive navigation and additional features (network connectivity for example) thanks to the independent control box and its large touch screen.
- Easy to reach hard to access areas thanks to its compact size and unique design

2. Integrated battery in marking head – no need for removal

- Uninterrupted day of work thanks to its great autonomy. You can also charge while marking thanks to its hybrid charging mode. Usually a charge at the end of the day is enough to get ready for the next day.
- Predictive maintenance with live feedback on battery condition and notifications thanks to the marking head's embedded battery
- Reduced risk of loss or theft than with removable batteries

3. Only the control box requires mains connection

- It is not necessary to move the control box while using the marking head. The wireless communication enable a large action range of 10 m (which is enough for 95% of the users).
- High level of mobility possible through the powerbank option available on the control box (as a customization).
- A new model called «Buddy» fully dedicated to portable use will be available mid 2023 (controlled with a smartphone).

4. Our various holders are better than storage case.

- You can use the storage dock delivered with the machine to store the head.
- Our premium and advanced holders have been thought to create areas fully dedicated to traceability. You just have to store your marking and/or your control box on those holders to keep them within reach while avoiding the handling steps of a storage case.
- More protection is possible thanks to the optionnal storage covers.

03.

COMPETITORS COMPARISON EASY VS E-TOUCH



E-TOUCH - SIC MARKING : MACHINE DESCRIPTION

All in one marking «gun», embedded control unit with touch screen (95 x 55mm - 3.74*2.17 inches). Size of the marking window 60 x 25 mm - 2.36*0.98 inches (1,9 kg) or 120 x 40 mm - 4.72*1.57 inches (2,6kg). Connected to the power supply with a 5m - 196.95 inches wire. 3 support foots fix with magnetic system (optionnal). Delivered in a transport case with maintenance kit included.

DIFFERENCES WITH THE OTHER ALL IN ONE MACHINES

+	-
<ul style="list-style-type: none"> • Light weight machine (1,9kg à 2,6kg) • 3 standards support foots (for plane parts, reduced and adjustable support foot, magnetic support foot). 	<ul style="list-style-type: none"> • Mains supply only

ADVANTAGES OF E-TOUCH COMPARED TO EASY

Argument for	Argument against
Light marking head	Wireless marking head with a larger marking window (60 x 30 mm - 2.36*1.18 inches et 120 x 60 mm - 4.72*2.36 inches). Better ergonomoy of the machine thanks to the handholding in the arm axis to mark hard to reach areas.
3 magnetic support foot (1 included 2 optionnal)	Standard 5 in 1 support foot fix with levers : anti slip, magnetic support, plane / cylinder parts and positioning help. Customization on demand.

03.

COMPETITORS COMPARISON EASY VS E-MARK



E-MARK - SIC MARKING : MACHINE DESCRIPTION

All in once marking «gun» with embedded control unit. Marking window available in 2 sizes 60 x 25 mm - 2.36*0.98 inches (3,2 kg) or 120 x 40 mm - 4.72*1.57 inches (3,6 kg). Machine delivered in a transport case with 2 lithium-ion batteries removable, a charger and a maintenance kit.

DIFFERENCES WITH THE OTHER ALL IN ONE MACHINES

+	-
<ul style="list-style-type: none"> • Button to set up easily the distance between the part and the stylus • Several foot support available 	<ul style="list-style-type: none"> • Weight of the marking head • Small size screen (70 x 54 mm - 2.75*2.13 inches) • Only one handle

ADVANTAGES OF E-MARK COMPARED TO EASY

Argument for	Argument against
Button to set up easily the distance between the part and the stylus	The machine automatically adjust its force to ensure the best marking quality without any additional height settings
Magnetic foot support and small size and adjustable support foot available (as an option)	Standard 5 in 1 support foot set with levers : anti slip, magnetic support, plane / cylinder parts and positioning help. Customization on demand.

03.

COMPETITORS COMPARISON EASY VS FLYMARKER MINI



FLYMARKER MINI - MARKATOR : MACHINE DESCRIPTION

All in one marking «gun» with embedded control unit, two handles and Ethernet port. 3 marking window sizes available 65 x 30 mm – 2.56*1.18 inches (2,4 kg), 85 x 45 mm – 3.35*1.77 inches (3,1kg) or 120 x 45 mm – 4.72*1.77 inches(3,2 kg). Also available with a 4.3” touch screen. Machine delivered with a transport case, 2 lithium-ion battery and a charger.

DIFFERENCES WITH THE OTHER ALL IN ONE MACHINES

+	-
<ul style="list-style-type: none"> • Could be controlled with a smartphone or a tablet (as an option) • Ethernet port for file sharing • 1D or 2D code reader integrated (as an option) • Double handle 	<ul style="list-style-type: none"> • Small size screen (3,5”)

ADVANTAGES OF FLYMARKER MINI COMPARED TO EASY

Argument for	Argument against
Controllable with a smartphone or a tablet (as an option)	Easy has a remoted control unit to allow lots of features with a very comfortable and ergonomic use. A new model «Buddy» with a smartphone application as a control unit will be available mid 2023.
1D or 2D code reader integrated (as an option)	A space is dedicated for the reader on the premium holder.
Double handle	The handle in the same axis of the head allows an ergonomic posture. It also allows marking in hard to reach areas, which is not possible with standard marking «guns» design.

03.

COMPETITORS COMPARISON EASY VS PORTADOT TOUCH



PORTADOT TOUCH – PRYOR : MACHINE DESCRIPTION

All in one marking gun with embedded control unit and a large touch screen. Size of the marking window : 60 x 30 mm – 2.36*. Machine delivered in a transport case, 2 lithium-ion batteries (36V) and a charger.

DIFFERENCES WITH THE OTHER ALL IN ONE MACHINES

+	-
<ul style="list-style-type: none"> • Large touch screen 5,78" (14,7 cm) with removable glass protection • 36V battery • Multifonction support foot with noise reducer • Wifi to read various codes and register datas • Double handle 	<ul style="list-style-type: none"> • Only one marking window size available

ADVANTAGES OF PORTADOT TOUCH COMPARED TO EASY

Argument for	Argument against
36V battery	Our 22V battery has been specially made for our Connect. series range. It perfectly fits our uses and battery power allows autonomous working throughout the day.
Additional removable handle	A second handle offer no real benefit to the operator. The handle in the same axis of the head allows an ergonomic posture. It also allows marking in hard to reach areas, which is not possible with marking «guns» design.
Wifi (as an option)	Improved data management with network connectivity option to ERP systems utilising built in Ethernet port

04.

COMPETITORS PRICING COMPARISON



Easy – Technomark

- **4 795€** for the small head 60 x 30 mm
- **4 995€** for the large head 120 x 60 mm

Marking head with multifunction support foot, integrated battery, control unit with touchscreen, 90° stylus, storage dock and maintenance/cleaning kit (swab and specific oil can).
Best value for money on the market.



E-Touch – Sic Marking

- **3 990€** for the small head 60 x 25 mm
- **4 190€** for the large head 120 x 40 mm

Marking «gun» with embedded touch screen controller, support foot, file / logo creation and saving software, transport case, maintenance kit (1 stylus and 2 springs).



E-Mark – Sic Marking

- **4 990€** for the small head 60 x 25 mm
- **6 200€** for the large head 120 x 40 mm

Marking «gun» with embedded touch screen controller, support foot, file / logo creation and saving software, transport case, maintenance kit (1 stylus and 2 springs), 2 removable batteries and a charger.

04. COMPETITORS PRICING COMPARISON



Portadot Touch - Pryor

- **4 290€** for a small head 60 x 30 mm
- Originally sold at 3 000€ (introductory rate)
Marking gun with embedded touch screen control unit, support foot, 2 removable batteries with charging unit, transport case.



Flymarker mini - Markator

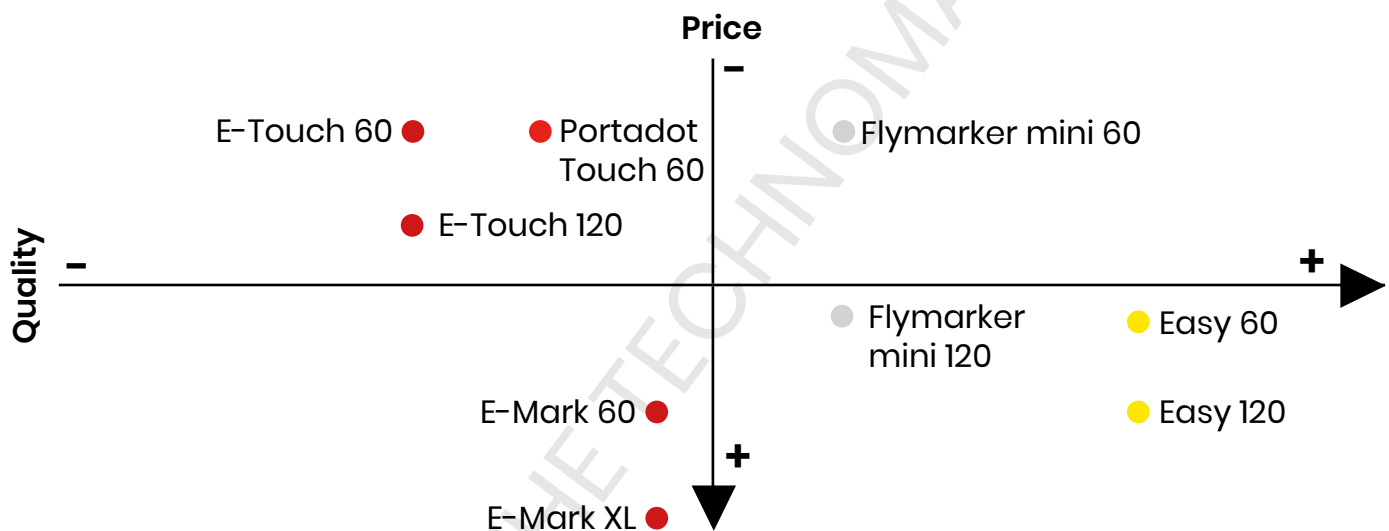
- **4 140€** pour la tête 65 x 30 mm
 - **4 840€** pour la tête 85 x 45 mm
 - **5 390€** pour la tête 120 x 45 mm
- Marking gun with embedded control unit, transport case, 2 removable batteries and a charger.

04.

COMPETITORS PRICING STRATEGY COMPARISON

Pricing strategy on the market

Below you'll find the comparison of all the pricing strategies found on the market according to Technomark. Easy 60 and Easy 120 models are high quality products with high but justified prices.



A	B
C	D

A «**Cost-effective price**»: a lower quality product (compared to the standard quality)

B «**Penetration price**»: an attractive price strategy to quickly gain market shares

C «**High price**»: high price compared to the product quality in order to position it as a top of the range innovation

D «**Skimming price**»: high quality product with justified high price

05.

COMPETITOR MACHINES COMPARISON SUMMARY

	Easy	E-Touch	E-Mark
Marking window sizes	120 x 60 mm and 60 x 30 mm	120 x 40 mm (4.72*1.57 inches) and 60 x 25 mm (2.36*0.98 inches)	120 x 40 mm (4.72*1.57 inches) and 60 x 25 mm (2.36*0.98 inches)
Driving	Removed control unit with large touch screen (10"), wireless communication between head and control box	Embedded control unit with touch screen (95 x 55 mm)	Embedded control unit
Battery	Lithium ion battery (22V) integrated in the marking head	No battery, electrically plugged	2 lithium ion batteries with charger
Network connexion	Yes	No	No
Weigth	2,5 kg and 3,2 kg	1,9 kg and 2,6 kg	3,2 kg and 3,6 kg
Foot support	5 in 1 standard support foot (antislip, plane and round shapes, magnetic, positioning help)	2 in 1 standard support foot (plane and round shape parts) 2 optionnals (magnetic and reduced adjustable). Magnetic fastening	3 support foots available (2 as an option)
Handle	1 ergonomic handle in the head axis (360° marking)	1 handle (in marking gun mode)	1 handle (in marking gun mode)
Storage	Storage dock included. Several holders / storage case (as options)	Storage case included	Storage case included
Lightening	Yes	No	No
Pricing	From 4 795€	From 3 990€	From 4 990€
Maintenance kit	Cleaning and maintenance kit included	Included	Included

05. COMPETITOR MACHINES COMPARISON SUMMARY

	Easy	Portadot Touch	Flymarker Mini
Marking window sizes	120 x 60 mm (4.72*2.36 inches) and 60 x 30 mm (2.36*1.18 inches)	60 x 30 mm (2.36*1.18 inches)	120 x 45 mm (4.72*1.77 inches), 85 x 45 mm (3.35*1.77 inches) and 65 x 30 mm (2.56*1.18 inches)
Driving	Removed control unit with large touch screen (10"), wireless communication between head and control box	Embedded control unit with touch screen (5,78") and integrated stylus	Embedded control unit with touch screen (4,3")
Battery	Lithium ion battery (22V) integrated in the marking head	2 lithium ion batteries (Bosch 36V) with charger	2 lithium ion batteries (18V 2Ah or 4Ah depending on the model (5,2Ah as an option) with charger
Network connexion	Yes	No	No
Weigth	2,5 kg and 3,2 kg	-	2,4 kg and 3,2 kg
Foot support	5 in 1 standard support foot (antislip, plane and round shapes, magnetic, positionning help)	2 in 1 standard support foot (plane and round shape parts)noise reducer. Extended version available as an option (to mark in hard to reach areas)	1 standard support foot, magnets and antislip (optionnal)
Handles	1 ergonomic handle in the head axis (360° marking)	2 handles including 1 retractable on the top of the marking head	Double handle (1 main and 1 on the top)
Storage	Storage dock included. Several holders / storage case (as options)	Storage case included	Transport case included
Lightening	Yes	Yes	Yes
Pricing	From 4 795€	From 4 290€	From 4 140€
Maintenance kit	Maintenance and cleaning kit included	No	No

06.

DEPTH OF MARKING CONNECT.SERIES VS MULTI4

Is it possible to mark deeply with the Connect.series machines? Of course!

Depth marking depending on the machines and the material		
Material	Connect.series	Multi4
Aluminium AU4G	0,55 mm	0,30 to 0,65 mm
Steel S235	0,40 mm	0,25 to 0,45 mm
Steel C35	0,36 mm	0,25 to 0,45 mm
Steel 40CMD8	0,32 mm	0,20 to 0,40 mm

Maximum strength on Connect.series = until 90% of Multi4 maximum strength.

You can find more details on the range performance in the depth marking table for (on the Connect.series technical guide).

How to explain this (small) difference ?

The previous impact unit (used for the Multi4 range) consumed too much energy. In order to have energy efficient marking heads we needed to create a new impact unit for the Connect series range. We worked on reducing its energy consumption to have better battery life.

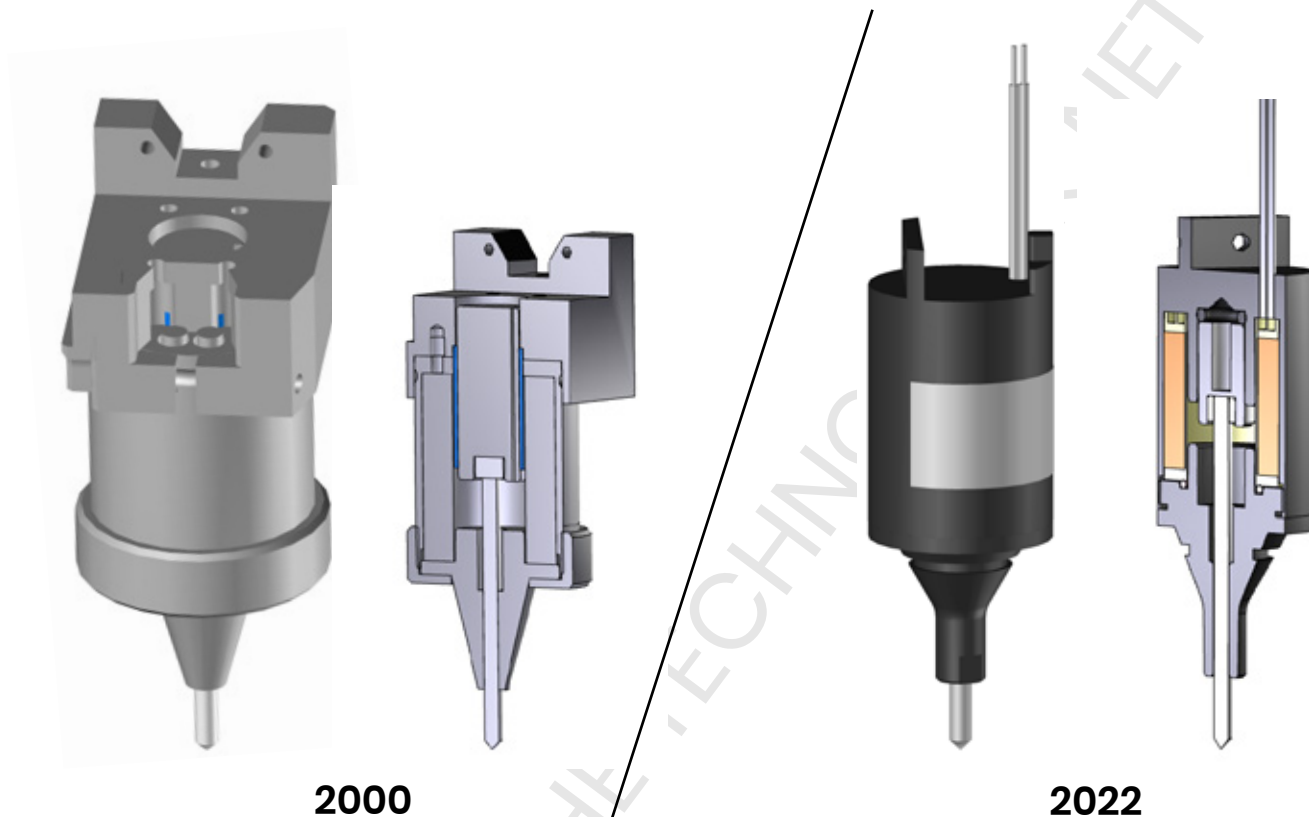
In order to ensure repeatability and ease of use we also needed to suppress the setting of the stylus height before marking. So now we can make various marking depths with the same stylus/part distance. As a result the Connect series has a lower average depth compared with the Multi4 (less than 0.1mm).

The new range has a brand new impact unit now, **giving better performance** and especially designed to meet the needs of handheld machines. **Smaller, lighter and energy saving.**

More details on the new impact unit on the next page.

07.

WHAT'S NEW WITH OUR IMPACT UNIT?



-30%

The total weight of the impact unit reduced from 370 g to 260 g



-80%

The total weight of the mobile elements decreased from 67 g to 26 g



-40%

The total weight decreased from 5,3 kg (MT4 V3 120) without battery to 3,2 kg with battery (Easy 120)



+55%

The maximum stylus move speed increased from 1,6 m/s to 2,5 m/s



-10%

The maximum depth marking on steel S235 only decreased from 0,45 mm to 0,40 mm

08.

ROBUSTNESS OF THE CONNECT.SERIES RANGE

Why Connect.series machines has plastic shells?

Following extensive studies of our customers applications, we see that their key requirements are **design, the ease of handling and lightness**. This is why we chose plastic injection. It allows freedom in design and shape and it is a lightweight material which is necessary for portable use. We also chose technical plastic parts (glass filled plastic) to reduce the cost of spare parts.

Are they strong and resistant? They are!

Today 99% of battery operated construction equipment (drills, screwdrivers, punching machines etc) are made in similar plastics without being fragile.

Our Connect series machines are made in plastic with the same strength properties creating bumpers for the mechanical parts. In case of dropping the unit, the mechanical integrity is preserved and we can quickly and cost effectively change the shell and support foot. Our machines are able to mark on hot parts up to 70 degrees Celsius.