

COLORJET DELIVERS
IMPECCABLE PRINT RESULTS
& FLAWLESS SERVICE
ACROSS THE WORLD



JOIN UP FOR
THE LARGEST
PRINT BUSINESS
OPPORTUNITIES

COLORJET GROUP

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Together
we give India's
Brands the
finest color

Dear Friend,

You are the reason we exist. Together we bring color and joy to help the business world communicate and grow.

At ColorJet it is our constant endeavour to devise programs and policies that provide benefit to our partners. ColorJet programs enable partners avail of new business opportunities and ensure higher new growth trajectories for all.

*The ColorJet Alliance is one such initiative from ColorJet to equip and train our affiliated Print-Service-Providers for new growth opportunities. This program not only opens doors to continual new business opportunity but also operationally strengthens every partner's day-to-day business processes. We call it the **COLORJET ALLIANCE!***

***COLORJET ALLIANCE** is designed to deliver superior value and is powered by unique benefits and programs to help **ColorJet Alliance Partners** to grow further their businesses hugely.*

*Come, be a part of the **COLORJET ALLIANCE** and grow profitably!*

*Smarth Bansal
DGM (Product & Brand)
ColorJet India Ltd.*

Brands facing printing challenges

THE SOLUTION : COLORJET ALLIANCE

Large brands perpetually face the challenges of **inconsistent brand colour, compromised print quality and short outdoor print life** among others, when they're in out-of-home and retail spaces. This situation has propelled every quality conscious corporate to explore solutions that can address these challenges.

Increasingly, all leading brands have sought consistent print quality solutions from ColorJet.

Their confirmed belief in ColorJet's print solution footprint has led to a massive inflow of print work from leading Indian and international brands.





BRAND OWNERS

COLORJET ALLIANCE

COLORJET ALLIANCE PARTNERS

Brand Owners and ColorJet Print Partners connect for Big Benefits

The numbers of **corporates and large brands with national footprints** continually seeking **assured quality & consistent brand colour solutions from ColorJet**, is growing phenomenally.

Given that they have large annual requirements across all geographies, they continually seek printers who can deliver **quantitative and qualitative print solutions** within timeframe.

THE COLORJET ALLIANCE CONSISTENTLY DELIVERS THIS HIGH-QUALITY, HIGH-VOLUME PRINT SOLUTION TO BRAND OWNERS.

THE COLORJET ALLIANCE is therefore **a golden opportunity for Print-Solution-Providers to partner with ColorJet**, for greater print business opportunities





How does ColorJet Alliance really work?



1

DIALOGUE WITH BRAND OWNERS

ColorJet's corporate marketing team is in constant dialogue with Brand Owners who are seeking large volume, quality digital print solutions across a nationwide footprint

2

BRAND OWNERS SEEKING INNOVATION

These are almost always Brand Owners who solicit new print solutions to distinguish their brand communication and ensure brand communication consistency

3

BRAND OWNERS SEEKING PROFICIENT PRINT PARTNER

Brand Owners work with ColorJet for access to quality-conscious premium Print-Service-Providers

4

ALLIANCE - THE SOLUTION

ColorJet Alliance is a club of Print-Service-Providers who are equipped to manage and consistently deliver large volume, quality print solutions

5

COLORJET - THE BRIDGE

ColorJet works to channelise new business opportunities to ColorJet Alliance Partners

6

COLORJET ENSURING QUALITY DELIVERIES

ColorJet also works to train ColorJet Alliance Partners' operators towards achieving enhanced print output and offering brand owners the finest print innovations and cutting edge technologies from ColorJet



COLORJET ALLIANCE BIG BUSINESS GROWTH



FOR PRINT SERVICE PARTNERS



BUSINESS GROWTH

- 1 Connect with our network for more corporate business by corporate alliances
- 2 Promotions on Various Platforms Like Afaqs, Exchange4media etc.
- 3 Place on ColorJet Microsite, App, Brochures etc.



TECHNICAL SUPPORT

- 1 Support in color/profile Management
- 2 Information on regular basis pertaining to innovation
- 3 Information on New Media and new Inks
- 4 Specialized training programme for operators



SERVICES

- 1 Priority service
- 2 Priority in delivery of consumables items

COLORJET ALLIANCE **BIG BRAND BENEFITS**

FOR BRAND OWNERS



ColorJet XactColor  **xactcolor**
Consistent brand color output



Print Sharpness for
best brand communication



Pan India network of
ColorJet Alliance Partners



Much greater
outdoor display life



Global reach



Greater value for
every rupee spent



Green Solutions
for all applications  **GREENTECH**

How it works for the Brand



COLORJET XACTCOLOR - CONSISTENT BRAND COLOR OUTPUT

Brand owners enjoy hassle-free access to consistently printed brand colors across the country, in the outdoor and indoor digital printing space. Thanks to ColorJet inks and a proprietary synchronised print head and software solution, ColorJet Alliance delivers finest, most consistent results across all Indian climate and weather conditions.



PRINT SHARPNESS FOR BEST BRAND COMMUNICATION

ColorJet Alliance draws on unique ColorJet software and hardware for unmatched consistent print output, to give all brand communication enhanced impact.

PAN INDIA NETWORK OF COLORJET PRINT NETWORK PARTNERS

ColorJet is India's largest manufacturer of largest format digital printers and has 3640 ColorJet print service providers (PSPs) poised serve brand owners all across India. ColorJet has over 4000 wide-format printer installations that can cater to the diverse needs of most major brands.

MUCH GREATER OUTDOOR DISPLAY LIFE

The ColorJet Alliance draws its unique long-life promise from ColorJet inks that ensure that outdoor hoardings and signage and in-store / in-mall graphics do not fade in the sun and rain. ColorJet's market-leading



experience in jetting assemblies enables a unique understanding of pigments, carriers and additive chemicals to ensure superior and long lasting print output.

GLOBAL REACH

The ColorJet Alliance extends beyond the borders of India to Srilanka, Bangladesh, Indonesia, Australia and Europe - in terms of installations, service and technologies. Brand owners are assured of support across the world.

GREATER VALUE FOR EVERY RUPEE SPENT

The ColorJet Alliance extends the assurances of exact color, long-life, complete support and brand consistency to all participating brand owners. Without spending a single extra rupee - every brand rupee spent is maximised.

GREENTECH - GREEN SOLUTIONS FOR ALL APPLICATIONS

ColorJet Alliance is powered by GreenTech printing technology that enables printing with environment-friendly eco-solvent inks. GreenTech ensures low chemical emissions to reduce environmental and health hazards. GreenTech eliminates harmful cyclohexanone and uses non-volatile organic compounds (NVOs) for print results that are water-resistant, fade-resistant, media independent and UV safe - in addition to being more environment friendly.





Enabling criteria to become part of **ColorJet Alliance**

1

Investment in ColorJet printers across the entire range of printers across all ColorJet technologies : *Solvent, Eco solvent, UV and Softjet.*

2

ColorJet Ink to be used.

3

At least one operator should have undergone training organised by ColorJet at least twice year.

4

Display area for clients at ColorJet Alliance Partner's facility.

5

Original RIP Software.

6

Annual Maintenance Contract with ColorJet (chargeable).

7

In-house fabrication unit capacity.

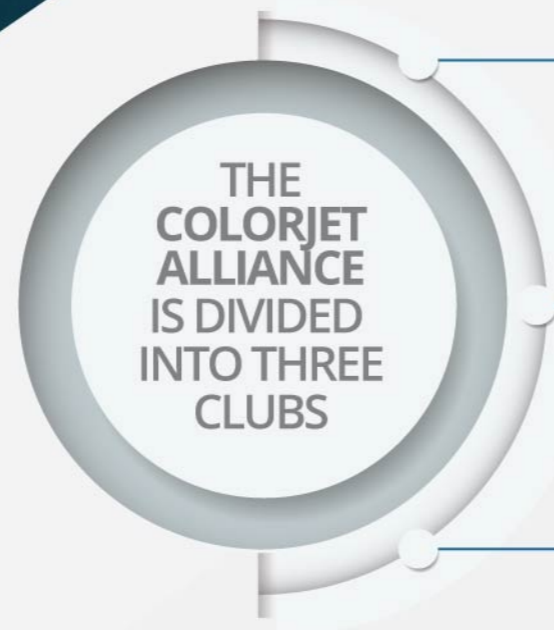
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Valid GST number.





COLORJET ALLIANCE Structured for success at every level



01

Platinum ▶

02

Diamond ▶

03

Gold ◀

The key factors that will place a ColorJet Alliance in a particular club, would be decided by the numbers of years of association and by the depth of involvement with ColorJet digital printer technology. The other factors that would play a major role are :

- GEOGRAPHIC LOCATION
- QUALITY OF MANPOWER
- QUALITY OF INFRASTRUCTURE
- OVERALL COMMITMENT TO QUALITATIVE PARAMETERS





COLORJET ALLIANCE
**Invest Big,
Win Big**

40 lacs and above **Platinum** ▶

25-40 lacs **Diamond** ▶

15-25 lacs **Gold** ▶

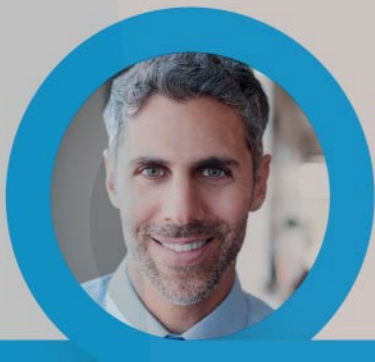


Colorjet Alliance Benefits

COLORJET ALLIANCE BENEFITS

	Brands exposures (in %)	Operator trainings	Additional benefit on AMC	Additional benefit on inks	Logos mentions	FOC ICC support in 1 year	Priority service - TAT
▶ PLATINUM	50	2	5%	3%	All platforms	12	24 hrs
▶ DIAMOND	35	1	2.50%	2%	Only website	8	36 hrs
▶ GOLD	15	Paid	-	-	Only website	4	48 hrs

ColorJet Alliance partners Gain big business at every step!



Mr. Raman Deep Singh, Metro Max Print Media, Ludhiana

"Honestly speaking, in the beginning, I didn't understand the concept of ColorJet Alliance, because of our past association, I just joined it. Now after 6 months, I realised the advantages of being associated with a corporate initiative. It has helped my business immensely."



Mr. Haresh Rawat, Nine Blinq, Bangalore

"ColorJet Alliance is the fastest way to enhance your operational and financial business capabilities."



Mr. Amit Agarwal, Adwings Adv Pvt Ltd, Lucknow

"Humne ColorJet team se poocha - Ki dhandhe mein kya fayeda hoga? Zyada kuch na kehte huye, bas itna keh sakta hoon, ismein fayeda hi fayeda hai!!"



Mr. Ajay Choubey, Sign X Enterprises, Bhopal

"Jo corporates humse pehle milte nahi the, ab unke saath regular business karke maza aa raha hai."



Mr. Arvinder Suri, Meghdoot Packaging, Delhi

"My operators are giving me better output both quality wise and quantity wise, after they have been trained at the ColorJet Academy. My business has benefitted tremendously."



Mr. Praveen, Venus Plastics, Delhi

"Initially we were sceptical about ColorJet Alliance because there were so many do's and don'ts, but my experience tells me that joining this initiative is the second best thing that we did. Of course, the first best was starting this business 15 years back."

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Jai Ambe Digital,
Mumbai**

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Big Impact Digital,
Delhi**

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**SS Jainayak
Santosh,
Pune**

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Brands win big all the way



SAMSUNG

Mr. Rishi Bagga
(Sr. Manager
Procurement)

"For years we have struggled to get the Samsung Blue across India. Finally in ColorJet Alliance we found an able partner."

PAYTM

Mr. Surrender Saini
(DGM Procurement)

"As we were growing rapidly and penetrating deeply into India's hinterland, we need a print network which had geographical presence across the length and breadth of India."

NOKIA

Mr. Ajay (Marketing
Manager)

"We have diverse printing needs - quality outdoor indoor printing and yet being compliance with our internationally benchmarked eco-standards. ColorJet Alliance is a one stop-shop for all our diverse printing needs."

LAVA

Mr. Kamal Kishore
(Manager Indirect
Purchase)

"At retail outlets putting up a glowsign at a remote location is operationally a difficult task. Added to it the cost of changing the printed flex every three months posed a big challenge to us. Till such time we met ColorJet Alliance."

HAFED

Mr. Anurag Gupta
(Head Procurement)

"At Hafed quality is everything. Be it a mobile phone or be it a small poster at a small village mobile shop. Our search for sharp quality printing got us to partner ColorJet Alliance."

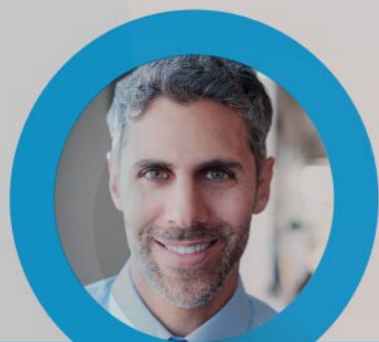
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Mr. Dheeraj
Agarwal (Director)

"We are fast-growing organisation. Our retail footprints is expanding exponentially. We required quality printing solutions done within no time. Thankyou ColorJet Alliance."



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End-to-end range of Signage print solutions from Colorjet



VERVE LED
TRUE FLATBED LED UV PRINTER

Speed 27 SQM/HR
Ink UV LED CURABLE
Printing Width 2.56X1.68 METER
2X3.73 METER

VULCAN

HIGH-SPEED 3.2 M ROLL-TO-ROLL UV LED INKJET PRINTER



Speed 39 SQM/HR
Ink UV CURABLE
Printing Width 3.2 METER



VERVE mini
COMPACT FLATBED LED UV PRINTER

Speed 60 SQFT/HR
Ink UV LED
Printing Width 1 x 1.6 METER

VERVE

TRUE FLATBED UV PRINTER

Speed 38 SQM/HR
Ink UV CURABLE PIGMENT
Printing Width 2.5 x 1.65 METER



Speed 263 SQM/HR
Ink SOLVENT BASED PIGMENT
Printing Width 3.2 METER

POLO TURBO

MAXIMUM SPEED, MAXIMUM OUTPUT
HIGH QUALITY SOLVENT PRINTER



IRISJET PRO

HI SPEED, LOW INVESTMENT
SOLVENT PRINTER

Speed **114 SQM/HR**
Ink **SOLVENT / MILD SOLVENT**
Printing Width **3.2 METER**



AURAJET SERIES II

HIGH QUALITY
PHOTOREAL
ECO SOLVENT
PRINTER

Speed **18 SQM/HR**
Ink **AQUEOUS BASED**
Printing Width **1.8 METER**



NEPTUNE

HIGH QUALITY OUTDOOR SIGNAGE
INKJET PRINTER

Speed **70 SQM/HR**
Ink **SOLVENT / MILD SOLVENT**
Printing Width **3.2 METER**



POLO HQ

HIGH SPEED ECO-SOLVENT
INDUSTRIAL PRINTER

Speed **109 SQM/HR**
Ink **ECO SOLVENT**
Printing Width **3.2 METER**



NEPTUNE HQ

ECO SOLVENT SUPER WIDE 2-IN-1 INDOOR
& OUTDOOR SIGNAGE PRINTER

Speed **46 SQM/HR**
Ink **ECO SOLVENT**
Printing Width **3.2 METER**

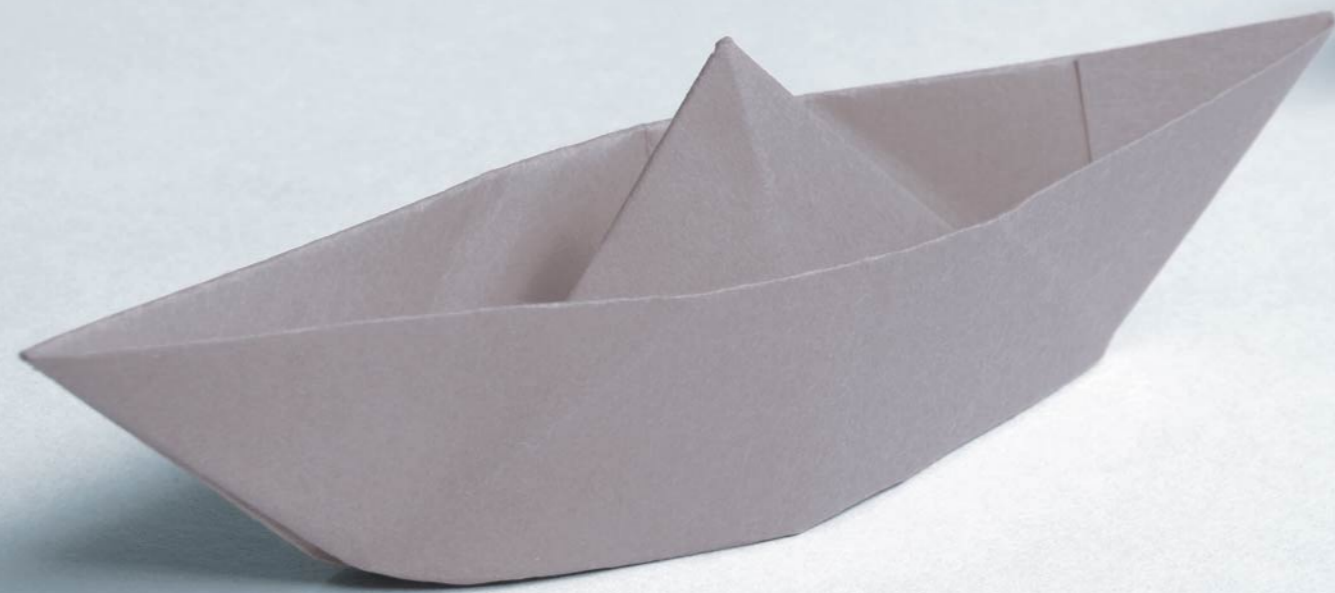


SOFTJET GRAND

GRAND FORMAT 3.2 MTR. SOFT SIGNAGE PRINTER



Speed **108 SQM/HR**
Ink **DIRECT DISPERSE**
Printing Width **3.2 METER**



ColorJet Alliance: leading all the way

■ India's Largest Wide Format Digital Printer

IDC awards ColorJet 40% wide-format print share in India

■ Largest Print Service Providers & Service Network

with a printer installation base of over 4000 printers across 400 cities

■ Widest End-To-End Range of Printers

for all types of media to meet every diverse printing need

■ Global Footprint

ensures that every 3rd hoarding from the world's leading brands is printed on ColorJet

■ Highly Awarded Technology Giant

- Industrial Excellence Award, 2018
- R&D Dept recognised as Research & Technology leader by Govt of India
- Rising Star of Asia Award
- Most Trusted Brand of India Awards at Indian Brand Convention, 2017



Plug into Growth!

Register with **ColorJet Alliance**

T +91 120 4548195

www.colorjetgroup/alliance

Terms and conditions

1. ColorJet's responsibility is to assist partners by channelising new business opportunities within the ColorJet Alliance
2. Payment and other terms & conditions are the sole responsibility of the PSP
3. ColorJet in no way would be responsible for payments or any other financial or operational commitments
4. ColorJet is responsible for consistent print & colour quality only if:
 - a) The partner is a continual user of ColorJet inks
 - b) There has been an Annual Maintenance Contract on the printers since inception
 - c) The printer is run under the prescribed ecosystem such as maintenance of a dustfree and controlled temperature environment
 - d) Partner's operators have been trained formally by ColorJet and hold the official ColorJet certificate
5. If ColorJet receives an official complaint from a brand owner that the PSP has for whatever reason, not deliver desired print output in the given timeframe, then such partners would be dropped from the ColorJet Alliance
6. The PSP will charge or quote prices that are in parity with market rates
7. The PSP will keep ColorJet team posted about the job status of Print jobs channelised by ColorJet Alliance
8. All Members are to abide by ColorJet Rules & Regulations
9. PSPs to share the information on the business they got along with the photographs
10. Complete printing process to be shared with ColorJet Team as and when required.

