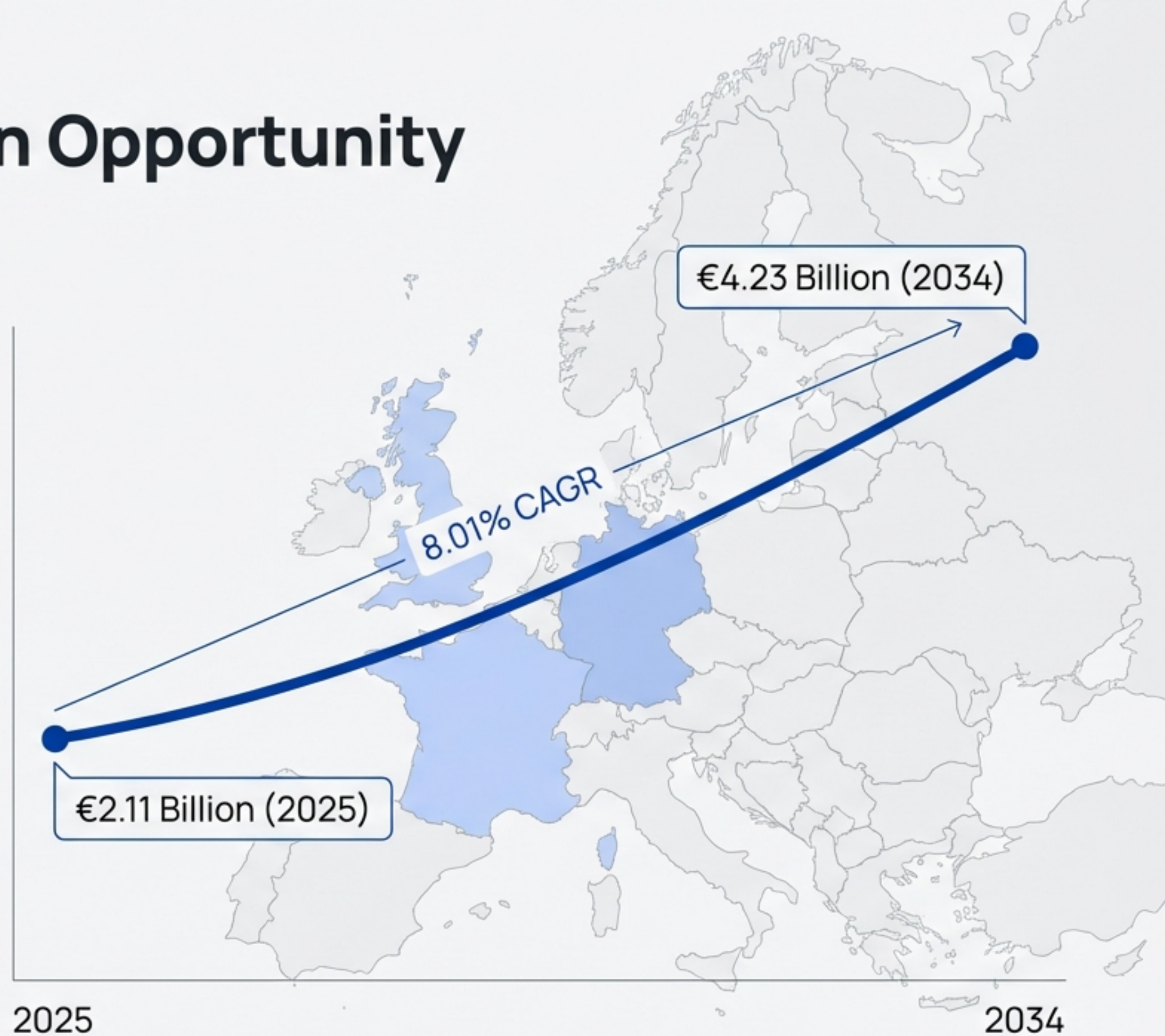


The €4 Billion European Opportunity

Opportunity

The European wall printer market is on a defined growth trajectory, projected to double from €2.11B to €4.23B by 2034.

This expansion is not for basic hardware; it's fueled by a rising demand for “scalable premium” services—where artisanal quality is achieved through automation and system-driven consistency. The market is ready for a professionalized, networked solution.



The 'Storage Trap': The Critical Flaw in the Current Model

Sophisticated hardware is being sold into a vacuum. Without a support ecosystem, operators struggle with lead generation, pricing, and technical execution.

The result is the 'Storage Trap'—expensive, high-potential machines sitting idle, failing to generate ROI.

This underutilization erodes operator viability, stalls follow-on sales, and damages the manufacturer's brand reputation.



No Leads



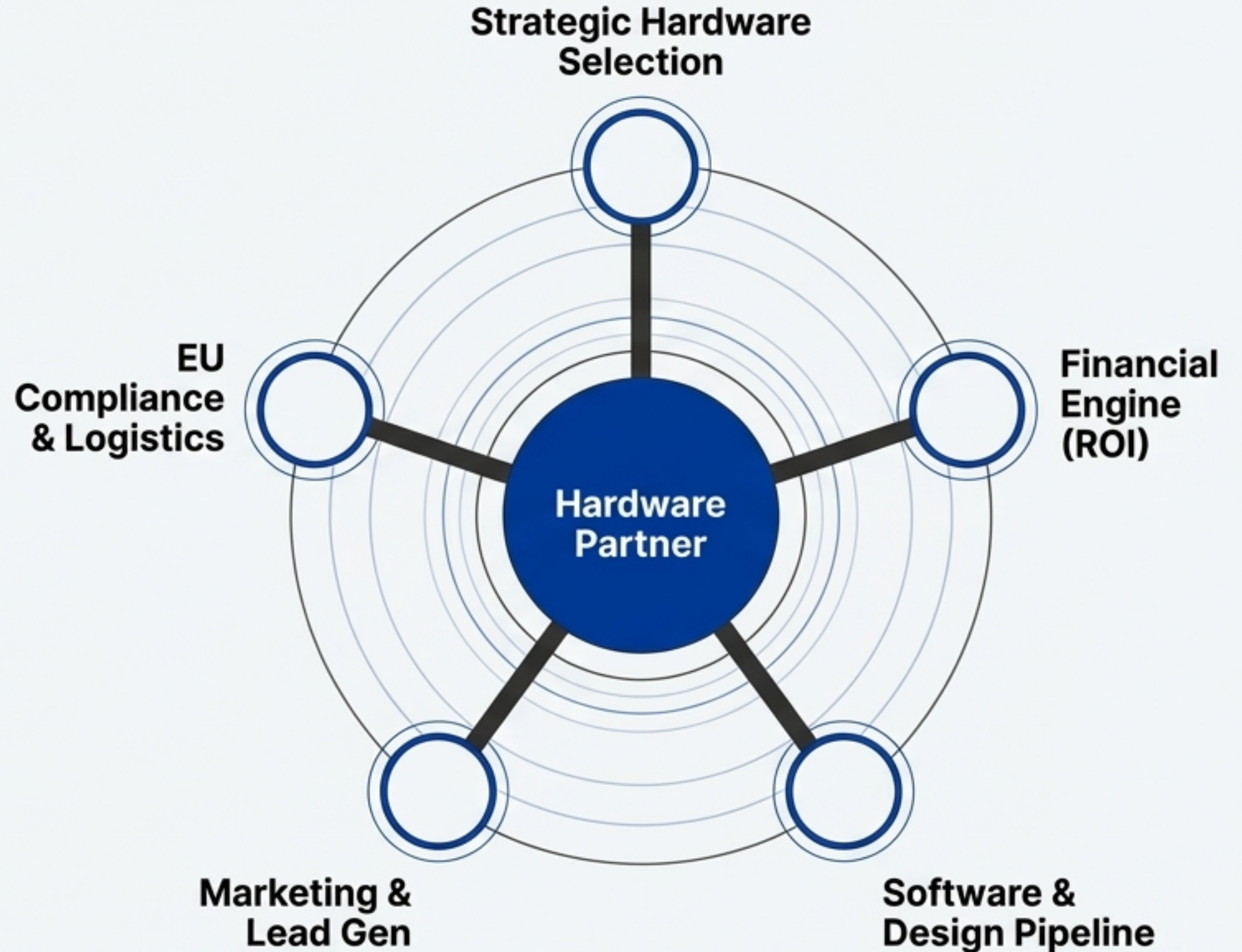
Complex Quoting



Technical Downtime

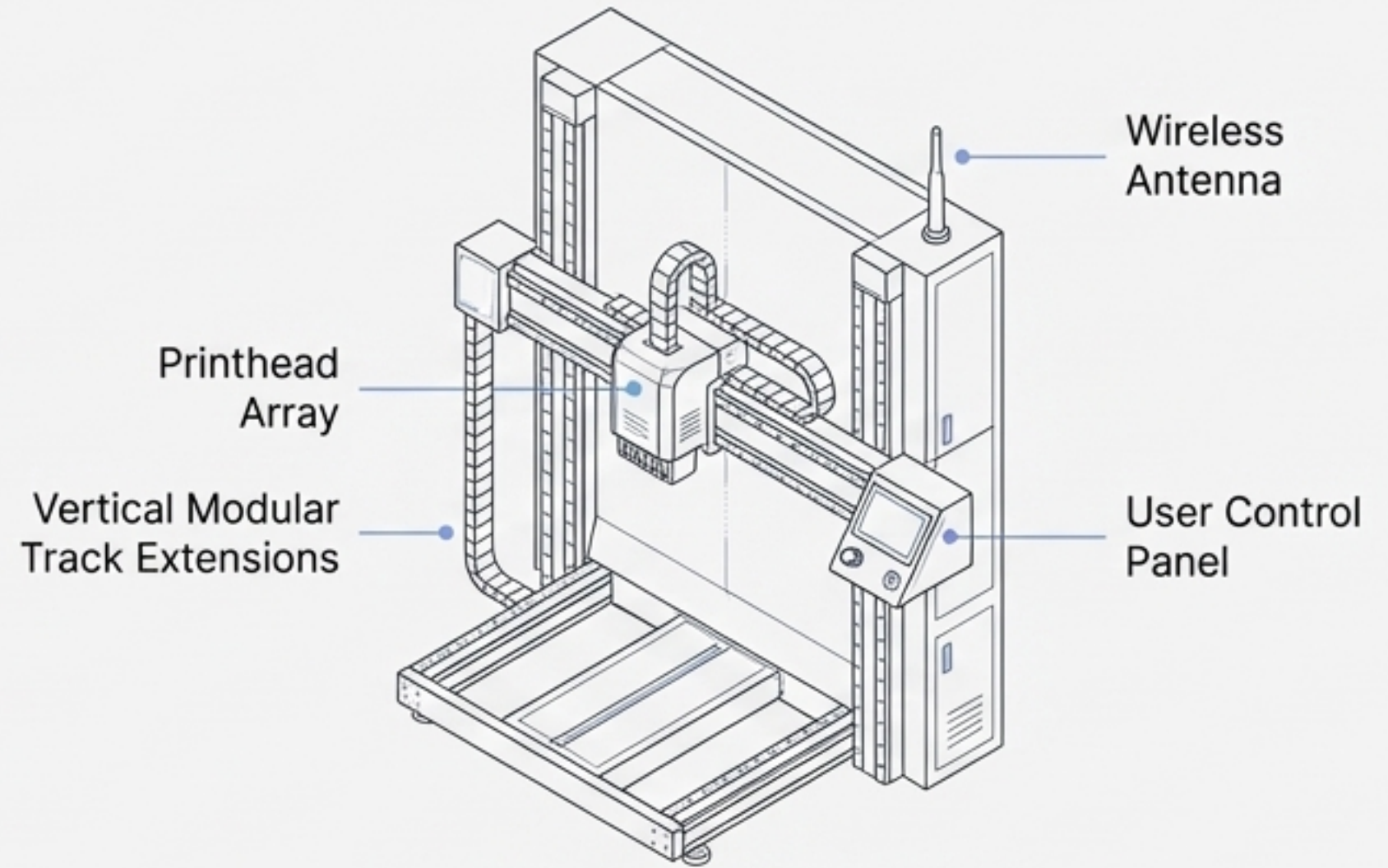
The Bridge: A Business-in-a-Box Operating System

We have spent 18 months engineering the solution: a comprehensive OS that transforms a hardware purchase into a profitable business from day one. It is a unified ecosystem that integrates technology, finance, marketing, and regulatory compliance, designed to neutralize the "Storage Trap" and ensure maximum machine utilization and operator success.



The Foundation: Strategically Architected Hardware.

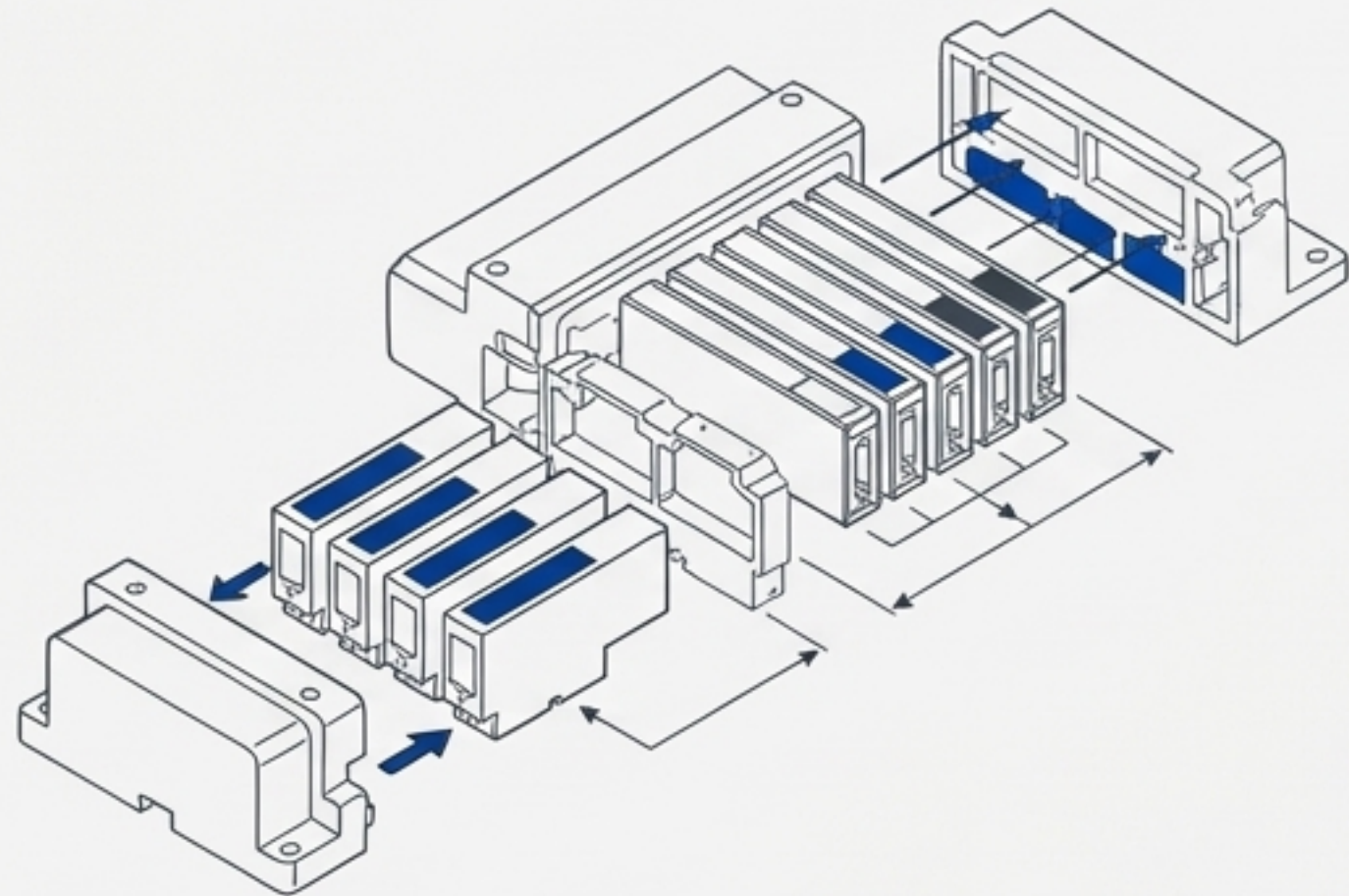
Our system is built on a 'middle path' philosophy: hardware robust enough for professional use, but priced for rapid ROI. The core of the system is a 3D wall & floor printer selected not for specs, but for operational outcomes.



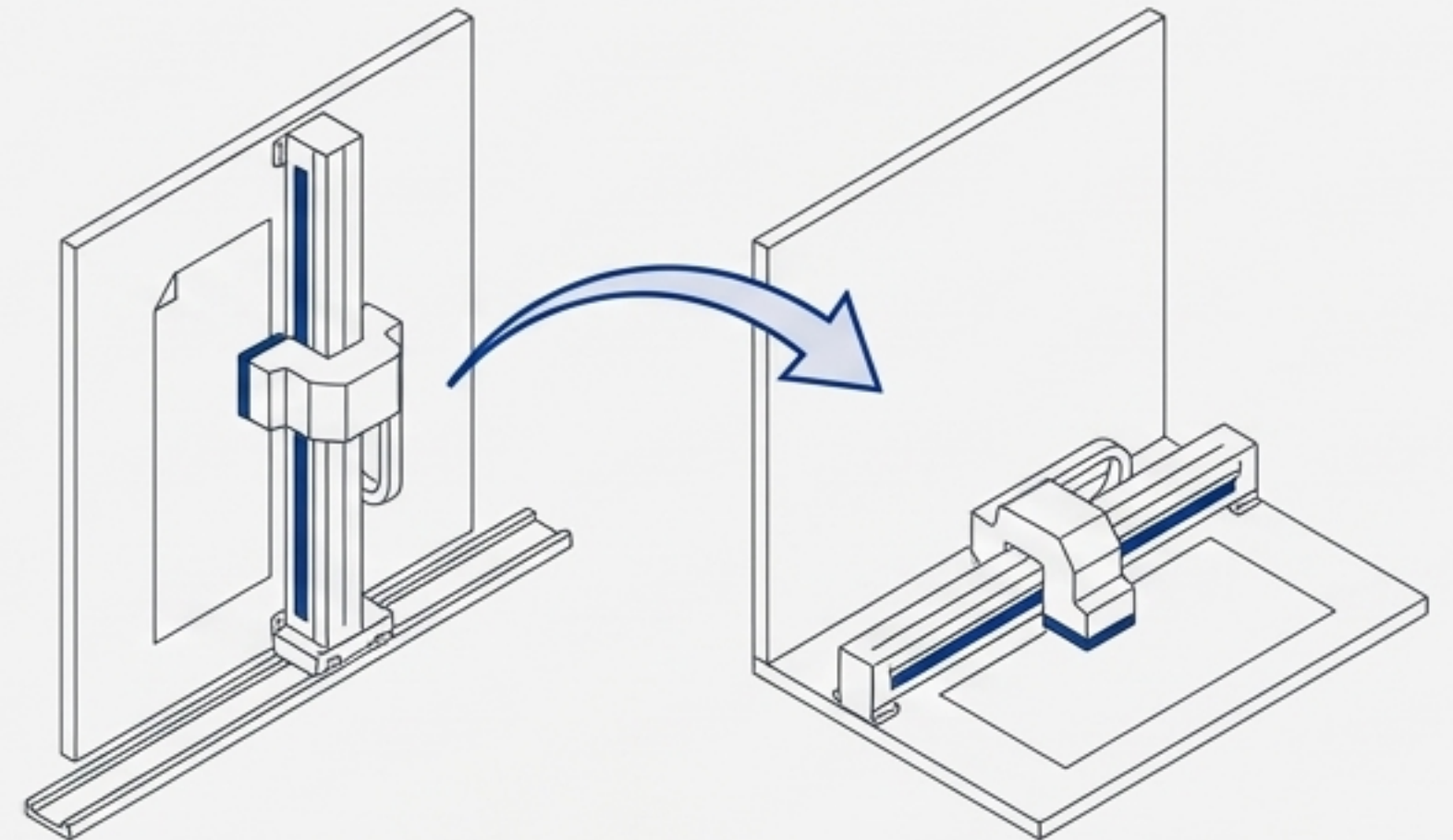
Key Requirement	Rationale
Ink System: UV-LED (CMYK+W+V)	<i>Instant curing, prints on any substrate.</i>
Vertical Reach: Up to 4.0 meters	<i>Access high-value commercial lobbies & terminals.</i>
Setup Time: < 30 Minutes (Single Operator)	<i>Maximizes billable hours, reduces site friction.</i>
Connectivity: 5G / Wi-Fi 6 Cloud RIP	<i>Enables remote diagnostics & file prep, minimizing downtime.</i>

Engineering for Uptime and Versatility

For a system where utilization is the key KPI, reliability is non-negotiable. Industrial Ricoh heads offer superior modularity and lower Total Cost of Ownership compared to single-channel alternatives, ensuring minimal downtime. The system also requires wall-to-floor convertibility—a critical feature allowing operators to execute comprehensive branding projects with a single machine, doubling their value proposition.



Lower TCO, Maximum Uptime



Expanded Revenue Streams

Handheld Printers: The Strategic Revenue Multiplier

Handheld printers are not accessories; they are **integrated 'relationship nodes'** for upselling and increasing customer LTV. They allow operators to offer tiered branding packages, executing everything from large murals to fine-detail safety markings and equipment IDs within a single project scope.

Bentsai: Large Characters

For logistics & pallet marking.



Reiner: High-Speed Non-Absorbent

For branding glass & metal fixtures.



EBS: Military-Grade Ruggedness

For heavy industrial & infrastructure marking.



Anser: Zero-Maintenance TIJ

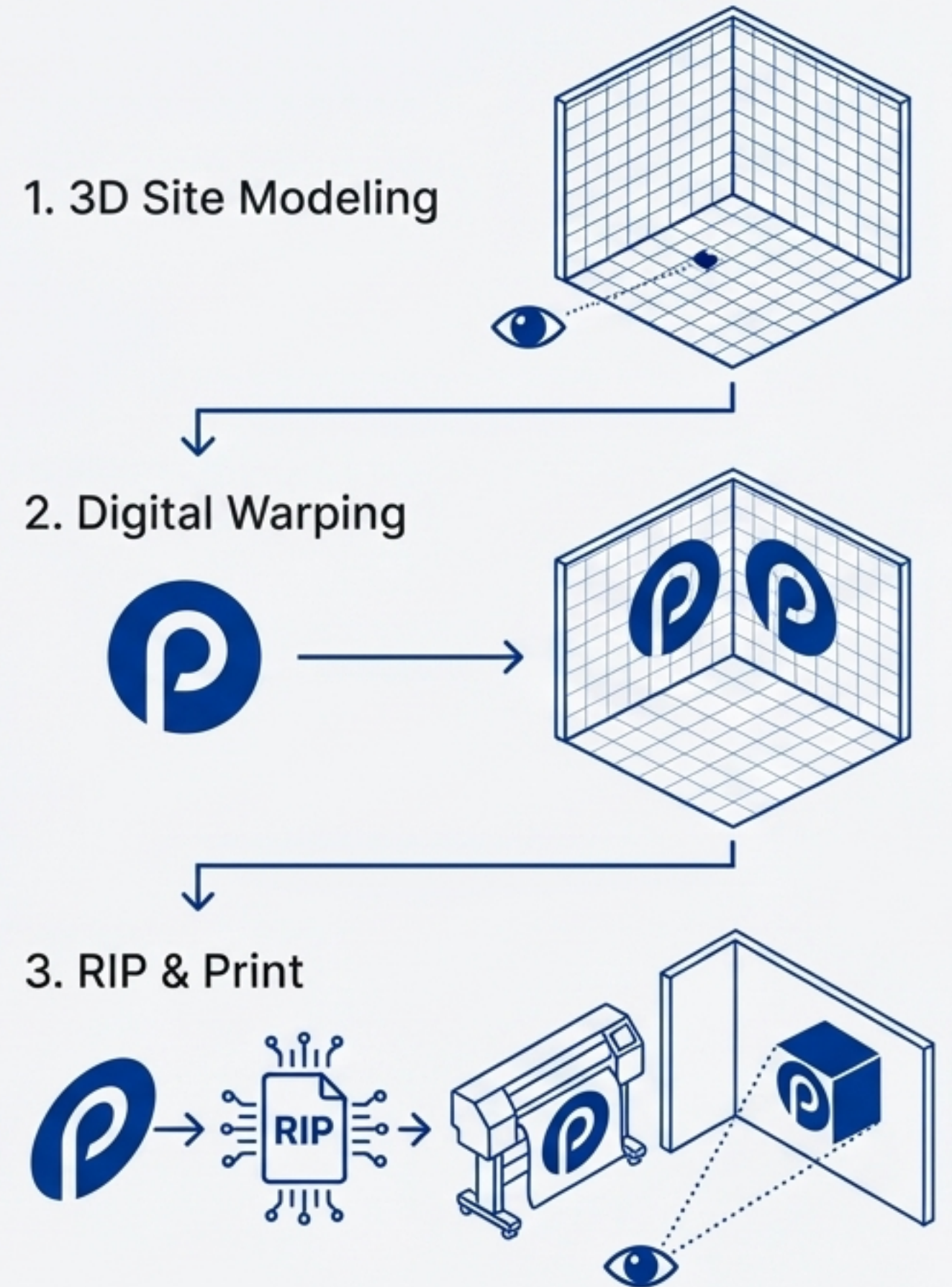
For ease of use in distributed networks.



The Software Engine: Delivering 'Scalable Premium' with 3D Illusions

Our system's premium identity is driven by software that automates the creation of 3D anamorphic art. We provide operators with pre-built workflows and AI-driven mural generators, reducing complex design work to a simple, repeatable process.

This allows any operator in our network to produce high-margin, geometrically accurate illusions that command premium pricing.



The Financial Engine: Engineering Predictable and Rapid ROI.

Our model is built on high gross margins and low marginal costs, ensuring financial viability even for new entrants. By providing a clear path to profitability, we create a network of successful, sustainable operators who become repeat customers for consumables and future hardware.

€200 - €250 / m²

Average Selling Price

Up to €670

Net Income Potential / operating hour

€0.50 - €5 / m²

Consumable Cost

4 - 12 Months

Payback Period

The Growth Engine: A Franchise-Style Portal for Sales Velocity

A machine in storage is a financial liability. Our OS includes a robust marketing and sales engine to ensure high utilization. We use a “Viral Visual Loop” strategy, turning every project into a marketing asset. Leads are captured and nurtured through a centralized, franchise-style portal with integrated CRM and smart lead routing to the nearest qualified operator.



De-Risking the European Market.

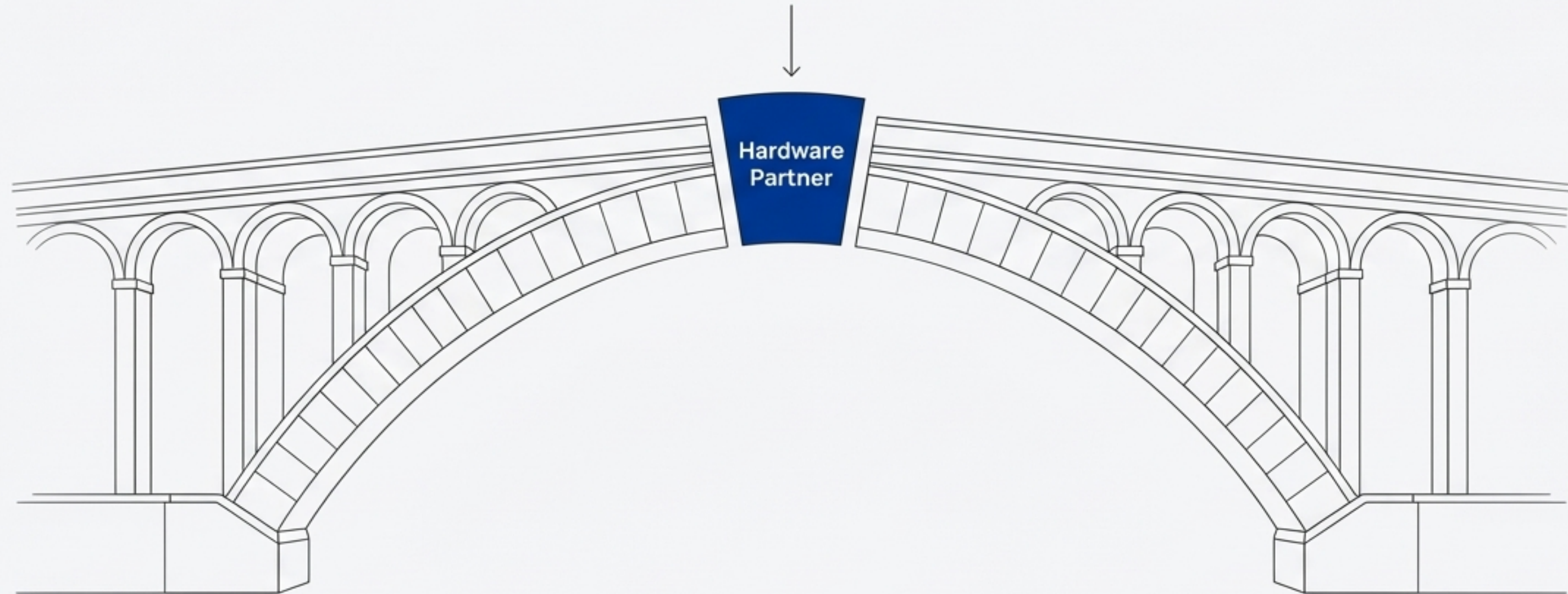
Scaling across Europe requires absolute mastery of a fragmented regulatory and logistical landscape. Our OS is engineered for compliance, ensuring every machine and ink set meets the highest EU standards. We provide localized 'Starter Kits' for each country and manage cross-border logistics through specialized partners.

Compliance Checklist

- ✓ **Mechanical/Electrical**
 - CE Marked (Machinery & Low Voltage Directives)
- ✓ **Ink Safety (REACH)**
 - AgBB (Germany)
 - UL GREENGUARD Gold
 - French VOC A+
- ✓ **Logistics**
 - Managed Customs (UKCA, Swiss Certs)
 - HazMat Paperwork
 - Specialized Freight

An Invitation to Co-Author the Future

We have completed our research and built the operating system. Now, we are selecting a primary hardware partner to complete the ecosystem. This is a strategic invitation extended to a select group of the world's top 5 manufacturers to become the technical foundation of Europe's premier surface printing network. **We are seeking a collaborator, not a vendor.**



How We View the Strategic Landscape

Our selection is guided by a manufacturer's technical excellence, regulatory pedigree, and—most importantly—their willingness to integrate into a true partnership model.

Manufacturer	Key Strength	Partnership Willingness	Fit for Our System
wallPen (Germany)	Engineering Benchmark	Lower (Proprietary Focus)	Moderate
Friankor (China)	Innovative; Convertible	Maximum (OEM/ODM Focus)	Optimal
DXonJet (China)	Precision Mechanics	Moderate	Strong
Tudox (Turkey)	EU Logistics & Service	High	Strong
Tanyu (China)	Cost-Efficiency	High	Lower (Risk to Premium Identity)

The Profile of Our Ideal Partner

The ideal partner views this not as a sales order, but as a joint venture for market dominance. This requires a commitment beyond the factory gate—a shared belief that the operator's success is the ultimate measure of our own.



Deep Integration: Willingness to explore white-labeling and software skin integration.



Shared Roadmap: A technical roadmap that aligns with our focus on 3D illusions and AI workflows.



Joint Success Guarantee: Collaboration on a program that supports new operators through their critical first year.



Open Collaboration: A “win-win” OEM/ODM mindset that prioritizes ecosystem growth.

The Roadmap: Prove, then Scale.

Our approach is pragmatic and data-driven. We propose a phased rollout to validate the model and build a foundation for resilient, continent-wide expansion. We are ready to begin. The only remaining variable is the right partner.

Phase 1: Pilot Rollout

Select a single high-demand market (e.g., Germany). Deploy the integrated system with the chosen hardware partner.

Phase 2: Data Collection

Gather operational data on ROI, lead conversion, and technical performance to refine the OS.

Phase 3: Continental Scale

Deploy localized OS versions across Europe, leveraging our centralized systems.



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