

THE ULTIMATE GUIDE TO BUSINESS GROWTH

WITH AP LAZER

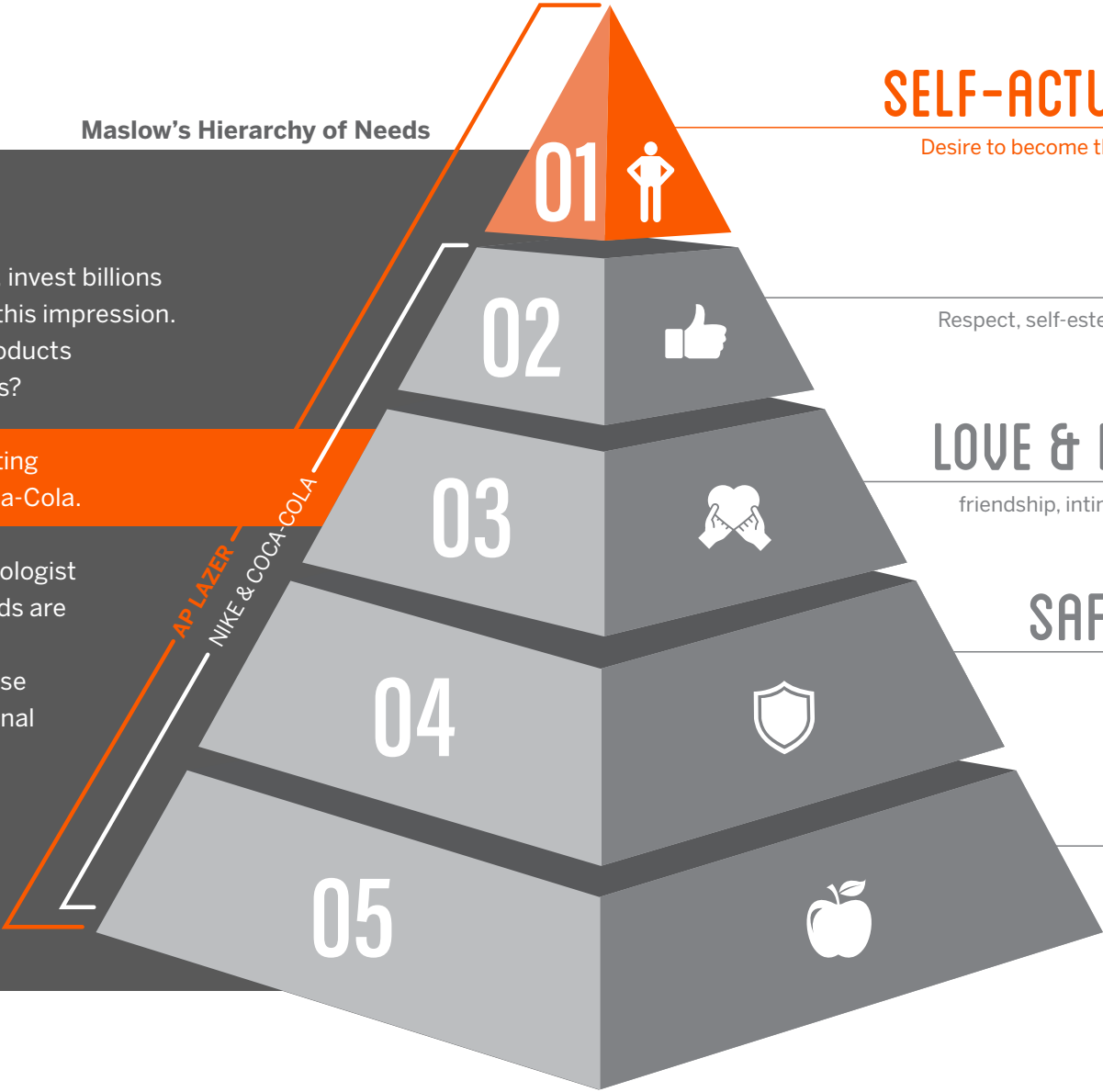
THE OPPORTUNITY : EMOTIONAL MARKETPLACE

Maslow's Hierarchy of Needs

Can people buy happiness?
Top companies, like Coca-Cola, invest billions in emotional marketing to give this impression. But what if you could create products that brought joy without the ads?

You would find yourself generating a higher profit margin than Coca-Cola.

According to the famous psychologist Abraham Maslow, physical needs are on the bottom tier of the "Hierarchy of Needs". Once these physical needs are met, emotional needs take precedence. In the modern era physical needs are easily met and emotional needs have taken the forefront.



SELF-ACTUALIZATION

Desire to become the most that one can be

ESTEEM

Respect, self-esteem, status, recognition, strength, freedom

LOVE & BELONGING

friendship, intimacy, family, connection

SAFETY NEEDS

Security, employment, health, property

PHYSICAL

air, water, food, shelter, sleep, clothing

THE OPPORTUNITY : TRANSFORM THE ORDINARY



With AP Lazer, small businesses can now engrave love, memories, inspiration and happiness onto almost any product, instantly turning an ordinary product into an emotional treasure.



Samantha Goodman Del Sol Laser Creations

“

Hands down my favorite part of the laser is making your vision a reality. I have so many ideas of things I want to do and create. Being able to create something that brings joy and makes a person genuinely light up is a real gift.

”



WHY AP LAZER?

AP Lazer allows users to access the emotional market with no size and weight limitations.

Imagine turning any size product into an extraordinary emotional treasure.

Fast
Learning
Curve

Low
Downtimes

Maximum
Longevity

WHY AP LAZER?

GURANTEED

SHORTEST LEARNING CURVE

LOWEST DOWNTIME

LONGEST MACHINE LIFE

HIGHEST MARKET COVERAGE



Flame Polished
Finish



High Detailed
Engraving



Removable Base
for Large Objects



Exclusive Online
Community



Minimal
Clean-up



Speedy,
Precise Cuts



24/7 Tech Support

You can reach our tech support, based in the United States and Canada, at 800-585-8617. 24/7, 365 days a year.



3-Year Machine Warranty

We offer a robust 3-year warranty for parts and labor. The warranty applies to AP Lazer machines, equipment, and components only.



Complete Business Solution

Our price includes everything you need to grow your business: the utility carriage, lift cart, rotary table, laptop & design software, air assist and exhaust blower.

THE DIFFERENCE LIES IN OUR PATENTED DESIGN

ONE MACHINE. MULTIPLE CONFIGURATIONS. ENDLESS POSSIBILITIES.



With our standard configuration you can cut and engrave trophies, signs, gifts, and jewelry, much like a traditional enclosed laser machine.



Our open-architecture allows you to cut and engrave bulky objects such as furniture, windows, large signs, and wine barrels; freeing you from the limitations of an enclosed machine.



An AP Lazer can be integrated with an assembly line workflow using conveyor belts, lifting equipment, robotics, and other machining tools.



Engraving flooring has never been easier with AP Lazer's precision low rider carriage cart. You can now laser engrave marble, hardwood, granite, and even cement floors with high-resolution graphics and photos.

LARGE OBJECTS

LESS COMPETITION



**LARGER ENGRAVINGS
=LARGER PROFIT**



Large object engraving
generates more word of mouth advertising
and more importantly,
a higher customer satisfaction rate.

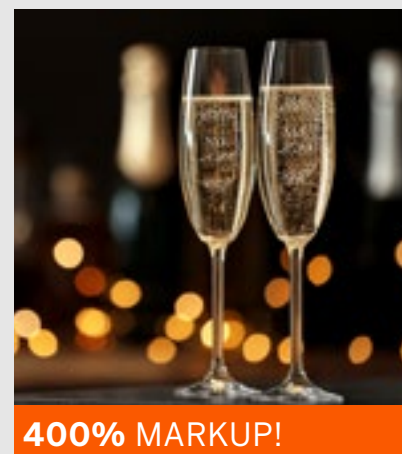
Long-Lasting and Extensive Word-of-Mouth Marketing

GET READY TO UNBOX YOUR POTENTIAL

AP LAZER'S
OPEN ARCHITECTURE
OPENS POSSIBILITIES



600% MARKUP!



400% MARKUP!



HOW TO MAKE A PROFIT AND GENERATE HAPPINESS

Adding personalization to a product
takes some time but

the payout is substantial!

When people's emotional needs are met
they seldom are concerned about cost.

The very experience of purchasing
an emotionally satisfying product
is priceless in itself.



**290%
MARKUP!**

Material Cost : \$10
Retail : \$39



**250%
MARKUP!**

Material Cost : \$200
Retail : \$699



**500%
MARKUP!**

Material Cost : \$5
Retail : \$30

EMOTIONALIZATION HAS ITS PERKS!

Research shows:

01

Customers who personalize a product engage more with a business and turn into repeat clientele.

02

Customization differentiates businesses from their competition.

03

Small retailers can deliver value through customer service and making emotional connection. Price is no longer the main point of contention for a vast number of savvy consumers.

04

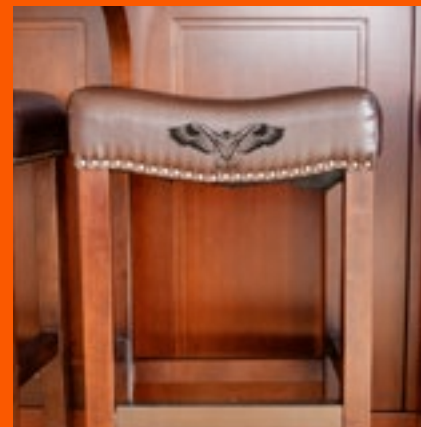
1 in 4 consumers are willing to pay more to receive a personalized product or service.



No matter what market you are in, the personalization opportunities are endless! Your AP Lazer will make it possible for you to transform ordinary products into priceless treasures with massive amounts of mark up!



THE POSSIBILITIES
ARE ENDLESS!



CHILDHOOD
LOVE AND CARE
GIVING AND CARING
SMILES
HAPPINESS
LAUGHTER
OPPORTUNITIES
RESPECT AND HONOR
LEARNING
LIFE LESSONS
HONESTY
PRIDE
GRATITUDE
INSPIRATION
INTEGRITY
HOPE
COURAGE
CONFIDENCE
SUCCESS AND WINNING
ARTISTRY

CAPTURE THE PRICELESS MARKET WITH PERSONALIZED LASER ENGRAVINGS

TURN INTANGIBLE EMOTIONS INTO TANGIBLE PRODUCTS WITH YOUR AP LAZER!

MAKING A DIFFERENCE
IMAGINATION
DREAMS
SELF ESTEEM
CREATIVITY
LOVE FOR FAMILY
HUMOR
CURIOSITY
INSPIRATION
LOVE FOR ANIMALS
PERSEVERANCE
BEAUTY
FRIENDSHIP
FREEDOM
PEACE AND LIFE
FORGIVENESS
RELIGION

HOW TO GROW YOUR BUSINESS OUT OF
HIGH COMPETITION, HIGH COST, AND LOW MARGIN

VERTICALLY

VERTICAL GROWTH

Adding profit to your existing products will
multiply your profit upward.

Offer personalization on your most popular
products is the first step to transform
a stagnant profit stream.

Our current customers have **doubled**
their profit in as little as
60 days by adding priceless engravings
to their products.



500% MARKUP!
Material Cost: \$10
Retail: \$49.95

ADDITIONAL PROFIT GENERATED

By adding priceless
Personalization
To your current
Products with AP Lazer

**YOUR CURRENT
PRODUCT OFFERINGS**



YOUR BUSINESS

HOW TO GROW YOUR BUSINESS AMBITIONOUSLY FOR MORE REVENUE AND PROFIT

HORIZONTALLY

DIVERSIFY INTO NEW MARKETS

Personalized gifts
Home decor
Wedding gifts



YOUR BUSINESS

DIVERSIFY INTO NEW MARKETS

Brick fund raising
Stainless tumblers
Custom product creation

HORIZONTAL GROWTH

Diversification can generate new revenue streams from your existing customer base and introduce new customers to your established product lines.

In addition, with the customer base you may already have, capitalize on what you know is popular.

GO WHERE NO ONE HAS GONE BEFORE!



DIVERSIFY YOUR BUSINESS

REAP THE BENEFITS



ALCOHOLIC BEVERAGE
\$254 BILLION



FURNITURE
\$244 BILLION



JEWELRY
\$69 BILLION



PET PRODUCTS
\$137 BILLION



SPORTING GOODS
\$107 BILLION



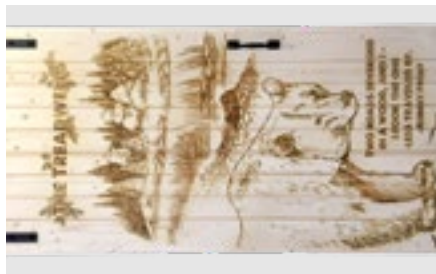
SMALL WEDDING ITEMS
\$72 BILLION



FIREARMS
\$52 BILLION



WOODWORKING
\$69 BILLION



WINDOWS/DOORS
\$65 BILLION



AWARDS/TROPHIES
\$4 BILLION



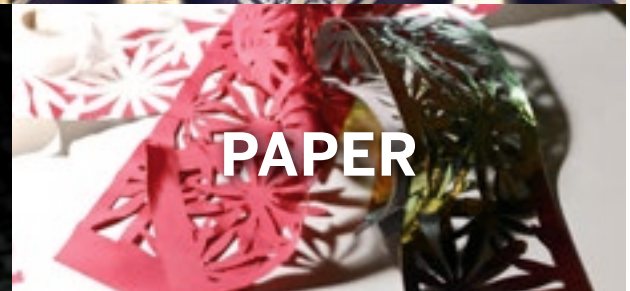
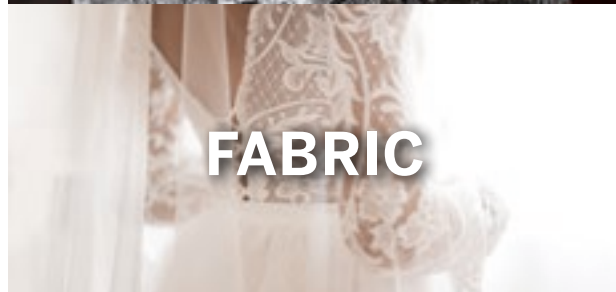
FLOORING
\$22 BILLION



SMALL GIFTS
\$72 BILLION

ADD VALUE TO DOZENS OF MATERIALS

AT THE PUSH OF A BUTTON



... AND MANY MORE!

JOIN OUR
COMMUNITY!

CLICK TO JOIN!

FACEBOOK
@lasers

INSTAGRAM
@aplazer

YOUTUBE
@APLazer

follow us

CHECK US OUT!

🌐 aplazer.com

📧 aplazer@aplazer.com

📞 800-585-8617

📍 4215 Legion Dr., Mason, MI 48854



HIGH-PROFIT PRODUCT IDEAS
NEW AND EXCITING MARKETS

Q & A SESSIONS

CUSTOMER SPOTLIGHTS

... AND MUCH MORE!

AP LAZER
LEADING THE WAY



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