

Laser Business Growth Guide

Turn Meaning into Income.
Start Something That Lasts.

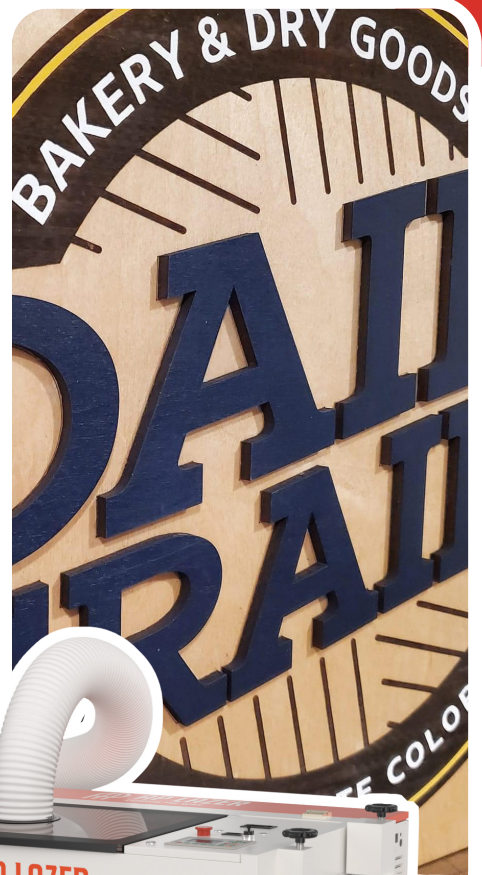


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Welcome to the Next Level of Business Growth

Finding Purpose and Profit in Personalization



In today's marketplace, competition is fierce and attention is scarce. Products have become commodities. Prices are driven down. Loyalty is harder than ever to earn.

But there's one constant I've seen hold true through all of this: people are willing to invest when something carries meaning.

That is the heart of personalization. Whether it's a memorial, a gift, or a keepsake, what you create with a laser is more than an object - it's a connection.

This guide will show you how to use laser engraving to turn that connection into a livelihood. It will walk you through markets where meaning drives margin, real stories from entrepreneurs like you, and the first steps to launch with confidence.

We are here to give you not only the right tools, but a community and a path forward.

TONG LI | AP LAZER CEO

THE POWER OF PERSONALIZATION

The Emotional Marketplace Explained

Traditional emotional marketing relies on clever ads to connect products with feelings. Personalized products go further: they embody the feeling itself. Whether it's a custom-engraved memorial, a humorous gift that makes someone laugh, or a keepsake tied to a milestone, these products carry emotional weight.

They're tied to memory, identity, and legacy - and that makes them priceless.

An ordinary stool, transformed into a meaningful Mother's Day gift, shows the difference personalization can make.

In a market where most consumers already have their basic needs met, the new economy is driven by something higher: meaning.

That's the Emotional Marketplace, and it's where personalization thrives.

When your product makes someone feel seen, remembered, or connected, you stop competing on cost and start leading with value. You're not just offering custom work; you're offering connection and significance.



75%

OF CONSUMERS ARE MORE LIKELY TO BUY FROM BRANDS THAT OFFER PERSONALIZED EXPERIENCES.*

37%

INCREASE IN SPENDING FROM CONSUMERS WHEN PURCHASING FROM A BRAND THAT OFFERS PERSONALIZATION.*

*Deloitte Digital, 2024 Personalization Report

REAL ROI: FROM BLANK TO PRICELESS

Transform the Ordinary. Transform Your Margins.

An ordinary product competes on price. A personalized product doesn't have to. Add meaning, and you add margin—sometimes double, triple, or more.



Cost: \$9 | Retail: \$39 | Markup: 333%



Cost: \$3.50 | Retail: \$28 | Markup: 700%



Cost: \$10 | Retail: \$75 | Markup: 650%



Cost: \$95 | Retail: \$795 | Markup: 737%



Cost: \$2.25 | Retail: \$25 | Markup: 1,011%



Cost: \$9.75 | Retail: \$34 | Markup: 248%

INDUSTRY PATHWAYS

PET PRODUCTS

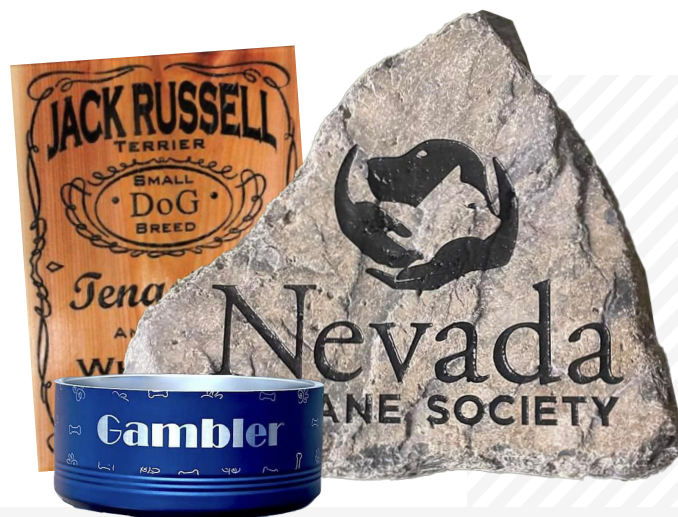
For lifelong pet people, pets are family, and people spend billions each year to celebrate them. From keepsakes to daily essentials, laser engraving turns pet love into profit. Partner with groomers, vets, boutiques, and shelters, to tap a market that never slows down.

High Demand Products:

- Pet tags + collars
- Ornaments + photo frames
- Memorial items
- Pet bowls + treat jars

US MARKET SIZE (2024): \$152.0B

American Pet Products Association, State of the Industry (2024).



TIP

Offer vet/groomer "starter bundles" such as tags + bowls + memorial add-ons to drive repeat monthly orders.

WEDDINGS

Big days deserve personal details, and couples want their story on display. Personalized welcome signs, guestbooks, and keepsake favors elevate the day, and planners love the ease of one reliable vendor who delivers fast.

High Demand Products:

- Welcome signs + decor
- Keepsake favors
- Guestbook alternatives
- Table decor + place cards

US MARKET SIZE: \$70.3B

IBISWorld, Wedding Services in the US (2024).



Explore Pets or Weddings

Get pricing, product ideas, and a clear path to profit.

TALK TO AN EXPERT

INDUSTRY PATHWAYS

HOME DECOR

Personal touches make a house a home. From cutting boards to custom signs, personalized home goods remain top sellers online. They bring warmth and character for housewarmings, holidays, and everyday use, and the range of blanks makes scaling straightforward.

High Demand Products:

- Family name decor
- Home accents + furniture
- Kitchenware
- Outdoor decor

US MARKET SIZE (2024): \$237.9B

Grand View Research, U.S. Home Decor Market (2024).



TIP

Batch your top 10 designs with name/date "fields" so personalization takes seconds, not minutes, per order.



SPORTING GOODS

Teams, leagues, and boosters rally around identity, and buy in seasons. From kickoff to championships, personalized pieces become part of the story and repeat annually.

High Demand Products:

- Trophies + medals
- Bag tags + nameplates
- Team drinkware + water bottles
- Coach/booster gifts + sponsor plaques

US MARKET SIZE: \$105.8B

IBISWorld, Sporting Goods Stores in the US (2024).

Get Tailored Ideas for Home Decor or Team Sales

Learn more about what sells best and when.

TALK TO AN EXPERT

INDUSTRY PATHWAYS

MEMORIAL

When families face loss, they want more than generic memorials, they want something personal. Create pieces that reflect personality, preserve memories, and bring lasting comfort, from large granite memorials to keepsakes held at home.

High Demand Products:

- Headstones + urns
- Benches + garden stones
- Tiles + plaques
- Keepsake items

US MARKET SIZE (2024): ~\$29.1B

IBISWorld (2024), composed from Funeral Homes in the US; Cemetery Services in the US; Cremation Services in the US.



TIP

Offer white-glove pickup/delivery and a photo-to-material proof step. Families will pay for care and certainty.



FUNDRAISING

Donor recognition makes support feel tangible. Schools, teams, nonprofits, and community groups raise more with lasting items, while bricks, tiles, and plaques leave a visible legacy.

High Demand Products:

- Donor bricks + tiles
- Sponsor/thank you gifts
- Donor plaques + recognition walls
- Event awards + commemoratives

US CHARITABLE GIVING (2024): \$592.5B

Giving USA, Giving USA 2025 (2025).

Break into the Memorial or Fundraising Markets

Determine the right products and partnerships.

TALK TO AN EXPERT

THE RIGHT TOOL FOR PROFITABLE MARKETS

Which Machine is Right for You?

You've seen the industry opportunities, the products, and the profit potential. The next step is choosing the right tool for your path.

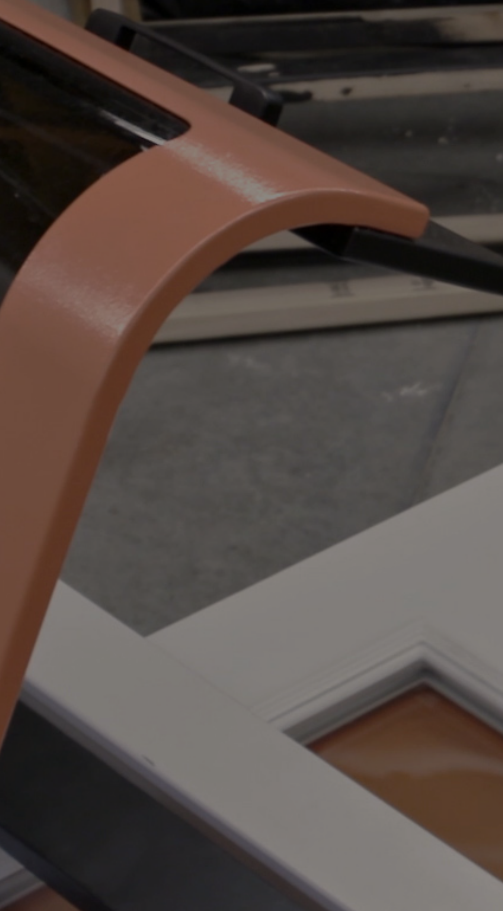
AP Lazer machines share the same core technology, but different models are built to shine in different business scenarios.

Whether you're starting small, ready to take on larger projects, or looking for maximum versatility, we have a laser machine that will fit your needs.



Get a Quote for Any Model
Lock in current pricing and special offers.

GET A QUOTE



STARTER LINE

Compact, Precise, and Perfect for Small Products

If your focus is on pet tags, ornaments, tumblers, keepsakes, or other smaller items, a Starter Line machine gives you everything you need. These compact machines deliver detailed engraving, easy setup, and a low barrier to entry, ideal for entrepreneurs launching a side business, studios looking to expand, or anyone starting with lower volumes and smaller blanks.

With the Starter Line, you can focus on building your customer base without over-investing in capacity you don't yet need. It's the fastest way to get your laser business moving.



Get a Quote on a Starter Line Model

Lock in current pricing and special offers.

GET A QUOTE



BUSINESS LINE

Built for Memorials, Furniture, and Oversized Projects

If you're working in the memorial industry, building custom furniture, or engraving oversized pieces, a Business Line machine is your answer. With larger bed sizes, more power, and AP Lazer's exclusive Low Rider design, you can engrave directly on heavy objects without complicated lifting or workarounds.

That means you can say yes to jobs others have to turn down, from granite headstones and benches to large wood slabs and signage. For entrepreneurs ready to move beyond small keepsakes into high-value projects, the Business Line is the industry standard.



"The open bottom beats all. No limits on what size the object you're engraving is!"

David Mahan |
Mayhem Laser



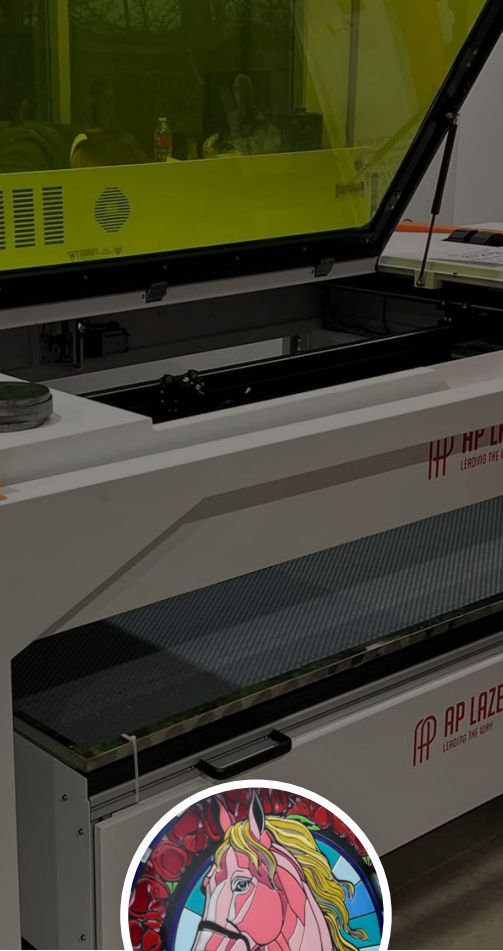
Get a Quote on a Business Line Model

Lock in current pricing and special offers.

GET A QUOTE



For even more versatility, add a fiber laser to your Business Line model and transform your CO2 laser into the ultimate tool for diverse applications.



DUAL LASER + FIBER

Maximum Versatility for Multi-Market Businesses

For entrepreneurs who want to cover the widest range of industries and materials, a dual-laser system with CO2 and fiber sources delivers unmatched flexibility. With both sources in one setup, you can engrave wood, acrylic, coated products, and even bare metal without changing machines.

The flagship SN6240DLR combines our largest engraving space with the power of two laser types, making it the go-to choice for businesses ready to serve multiple industries at scale.

With this lineup, no customer request is off the table.



Get a Quote on a Dual or Fiber Model

Lock in current pricing and special offers.

GET A QUOTE

HOW MUCH CAN YOU REALLY MAKE?

PRODUCT		ITEM PRICE	SELL PRICE	ESTIMATED PROFIT	MARKUP %
	30 oz Tumbler	\$9.75	\$34	\$18.75	248%
	32 oz Water Bottle	\$15	\$30	\$15	100%
	4" Slate Coasters	\$2.49	\$12	\$9.51	382%
	Bamboo Sheet	\$10	\$60	\$50	500%
	Granite Mini Memorial	\$85.88	\$260	\$174.12	203%
	LED Pen	\$1	\$3	\$2	200%
	Granite Heart Tile	\$58.98	\$145	\$86.02	146%
	12 oz Bamboo Tumbler	\$10.99	\$22	\$11.01	100%
	Slate Cutting Board	\$9.99	\$25	\$15.01	150%
	Circle Slate Plaque	\$9.99	\$25	\$15.01	150%

* Click or tap any product name to view it in our store. Pricing and availability may change.

HIGH-PROFIT SCENARIO

TUMBLERS



A local golf tournament needed 250 stainless steel tumblers as part of their player gift bags. They chose a sleek, powder-coated style and had each one engraved with the tournament logo and year.

COST FOR 250 BLANK TUMBLERS: \$2,250

ENGRAVED TUMBLERS PRICE: \$6,000

TOTAL PROFIT: \$3,750



"I sold over 200 \$15 ornaments at a craft show.
Over \$4,000 in the first week of owning my laser was very encouraging!"

Bonnie Swope | Pop-Up Art Studio

HIGH-PROFIT SCENARIO

LEATHER PATCH HATS



A popular local restaurant launched a limited run of 150 hats with laser-engraved real leather patches to boost brand love. Regulars snapped them up, staff wore them nightly, and the hats turned loyal customers into walking billboards.

COST FOR 150 HATS + LEATHER PATCHES: \$2,018

CUSTOM HAT PRICE: \$3,900

TOTAL PROFIT: \$1,882



HIGH-PROFIT SCENARIO

LARGE SIGN



A boutique floral shop wanted to refresh their storefront and attract more foot traffic in their bustling downtown district. They invested in a custom 36-inch, multi-layer acrylic sign featuring layered black, white, and color-accented floral details to match their brand aesthetic.

COST FOR MATERIAL: \$135

COMPLETED SIGNAGE: \$850

TOTAL PROFIT: \$715



"An AP Lazer is going to open doors you don't even know exist right now. Be prepared to explore endless avenues of business!"

Frank Jenkins | Pops Custom Signs, LLC

HIGH-PROFIT SCENARIO

GRANITE MEMORIAL



A monument shop wanted to offer more meaningful and customized options to grieving families. To stand out from competitors and better serve their community, they began offering photo-realistic laser engraving that allow families to honor loved ones in a more meaningful way.

LARGE MEMORIAL HEADSTONE: \$1,685

COMPLETED MEMORIAL HEADSTONE: \$4,400

TOTAL PROFIT: \$2,715



REAL PEOPLE, REAL RESULTS

JEFF NELSON: BOLT LASERWORKS

From Pandemic Pivot to Thriving Laser Business

When 70-year-old Jeff Nelson and his wife launched Bolt Laserworks during the pandemic, they had a simple goal: turn precision and creativity into a new business. With their AP Lazer machine, they've done just that.

Jeff chose AP Lazer for two reasons: the open architecture that lets him take on big, unique projects such as large bar mirrors, and the network of support from both the company and fellow users. As he says, "We've never regretted our decision to purchase our AP Lazer."

Thanks to that choice, Jeff moved beyond hobbyist-level work. He now serves corporate clients, runs marketing efforts spotlighting his stunning creations, and marks every flawless engraving with pride. When an unusual technical issue arose, AP Lazer's tech team persisted until it was resolved, solidifying the confidence he has in his machine and his setup.

Above all, Jeff values the AP Lazer Family. It's a supportive community that's always ready with advice, encouragement, and real solutions, even during business in-flight turbulence.





CHRIS ALEXANDER: ELITE LASER ENGRAVING

From Discovery to Full-Flow Engraving Business

“If you’re passionate about turning creativity into income, this journey will inspire you!”

Chris Alexander | Elite Laser Engraving

When Chris first started exploring laser options, he was eyeing a CNC plasma table, until he found AP Lazer and saw the possibilities. The defining moment? Realizing the open-architecture design meant he wasn’t limited in size or scope, instantly expanding potential market niches.

Using financing, he purchased his SN1812 and fully paid it off in under three years, thanks to smart planning and dedicated effort. Within a month, he became fluent in photo engraving and complex designs, with support from AP Lazer’s tech team, online University, and user community speeding up his learning curve.

Chris’s specialties include pet memorials and portrait engraving on slate, acrylic, and glass, and have become the heart of his business. Clients love the precision and emotional value these engravings offer. The real magic? His work fuels word-of-mouth growth and social media buzz, turning one success into many.

If you’re building your own laser business, Chris’s journey is a reminder: Technical support, community, and a machine that won’t hold you back can make all the difference.



BRANDON AND NICOLE SMITH: CUTTING EDGE LAZER ENGRAVING

From Garage Start-Up to Downtown Storefront

When life took an unexpected turn, Brandon and Nicole Smith chose resilience and reinvention. After Brandon lost his leg in a hunting accident, the couple began searching for something that could bring not only income but also purpose back into their lives.

That's when they discovered AP Lazer. Starting in their garage, the Smiths quickly realized the potential of laser engraving to build a thriving, creative business.

Within their first year, they landed a major opportunity with Crate & Barrel. Partnering with the retail giant, Brandon and Nicole set up live engraving events inside the Novi, Michigan store, where eager customers lined up to personalize their new purchases on the spot. The collaboration was an instant success, proving their new venture had limitless potential.

Four years later, Cutting Edge Lazer Engraving has grown far beyond their garage beginnings. The Smiths recently

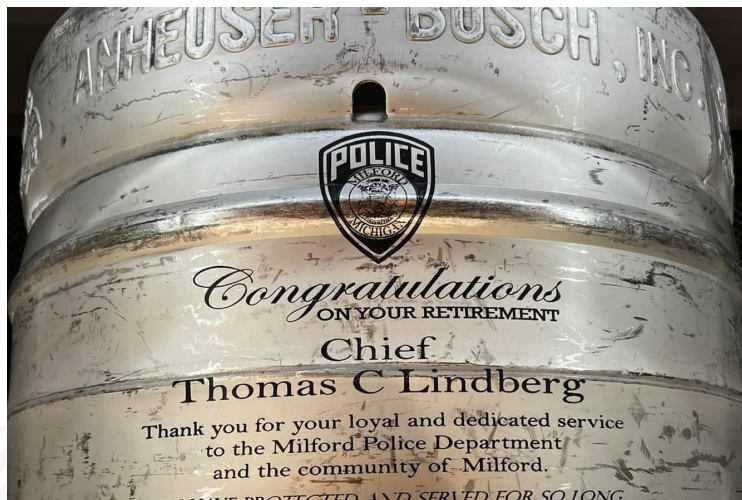
opened a beautiful new storefront in downtown Milford, Michigan, a dream they had been working toward for years, and every milestone has been filled with excitement.

Today, Cutting Edge Lazer Engraving isn't just a business. It's a story of purpose, perseverance, and growth. What started as a way to rebuild after tragedy has become a thriving enterprise that inspires others to see what's possible with vision, dedication, and the right tools.

////////////////////

"It is so rewarding to know we are bringing so much joy and happiness to others."

Nicole Smith | Cutting Edge Lazer Engraving



YOUR 90-DAY LAUNCH PLAN

From unboxed to first repeat customers—step by step

30
DAYS

SET UP & LEARN

- **Install + onboard.**
Place the machine, ventilation, and power correctly; complete AP Lazer onboarding.
- **Train with purpose.**
Finish AP Lazer University core lessons; save your material settings.
- **Practice across 3 materials.** Make 10 sample pieces (e.g., wood board, coated tumbler, granite tile). Time each job and note settings.
- **Join the community.**
Get into the owners group and know how to reach 24/7/365 tech support.

MILESTONES:

- Machine installed and tested
- APLU core completed
- 10 samples made with notes/photos

60
DAYS

DEFINE YOUR OFFER & WIN FIRST ORDERS

- **Choose 1–2 pathways.**
(Examples: Pets, Weddings, Home.) Don't try to do everything.
- **Build a small catalog.**
6–8 SKUs with simple personalization fields (name/date/logo). Photograph them.
- **Price simply.** Start with $\text{cost} \times 3$ as a quick rule of thumb or target $\geq 60\%$ gross margin; refine with your notes from practice runs.
- **Activate your network.**
Announce to friends, planners, vets/groomers, teams, or local groups. Aim for 10–15 first orders.

MILESTONES:

- Pathways picked
- Catalog + price list ready
- First 10 paid orders
- 3 testimonials captured

90
DAYS

LAUNCH ROUTINES & CREATE REPEAT BUSINESS

- **Be findable.** Publish a Google Business Profile and a simple contact page with inquiry form.
- **Standardize fulfillment.**
Write a 1-page SOP: prep → engrave → QC → photo → package → deliver. Back up your settings.
- **Build a weekly pipeline.** Outreach to 5 local partners (e.g., planners, boosters, memorial providers) and set seasonal offers (weddings, school sports, holidays).
- **Ask for referrals.** After delivery, send a thank-you, photo, and a one-line referral ask.

MILESTONES:

- Profiles live
- SOP documented
- 25+ paid orders total
- 2 repeat customers
- Referral script in use

THE AP LAZER COMMUNITY & SUPPORT

You're Never in Business Alone.

When you buy an AP Lazer, you're not just buying a machine - you're investing in a team that sticks around long after the sale.



24/7/365 TECH SUPPORT

Get fast, human help with setup, settings, and troubleshooting. Any time, any day - with support based right here in the U.S. & Canada.



1:1 ONBOARDING SERVICE

Personalized training to help you get your AP Lazer machine up and running with confidence.



AP LAZER UNIVERSITY

Exclusive access to videos covering fundamentals, tips, and common projects. Learn at your own pace and revisit anytime.



COMMUNITY + EVENTS

Connect in the AP Lazer User Group to share wins and swap settings.

Meet in person at LazerCON!® or training events to see new models, learn techniques, and hear business insights.

JOIN THE "BEFORE YOU BUY" GROUP



FINANCING YOUR FUTURE

How to Get Started Today

You don't have to pay cash to get started. Many new owners finance their AP Lazer through third-party lenders. We'll connect you, keep things simple, and move quickly once you're approved.

HOW IT WORKS - SIMPLE AS 1-2-3

1

APPLY ONLINE

Start your application in minutes. One secure form connects you with our lending partners.

2

GET A DECISION

A lending specialist follows up, often within 4–8 business hours.

3

FUND & SCHEDULE DELIVERY

Once funded, your lender pays AP Lazer and we schedule delivery, onboarding, and training.

WHAT LENDERS MAY OFFER

- Startups welcome (subject to credit approval)
- Term options commonly 36–60 months
- Early payoff options may be available (e.g., principal-only after ~50% paid. Ask your lender for current terms.)

WHAT TO HAVE READY

- Basic business or personal info (for sole proprietors)
- Government ID
- Recent bank statements
- Equipment quote to include with your application

Ready to Explore Financing?

GET MY FINANCING OPTIONS

*Prefer to start with a formal quote? > **Get a Quote Now.***

*Financing is provided by independent third-party lenders. Programs, rates, and terms are subject to change and credit approval.

A man in a plaid shirt is working on a machine in a workshop. In the foreground, a couple is smiling and hugging. The text "MORE THAN A MACHINE — A GROWTH ENGINE" is overlaid on the image.

**MORE THAN A MACHINE —
A GROWTH ENGINE**

A man and a woman are smiling and holding a large, light-colored wooden sign. The sign has a guitar body shape on the left side, filled with various lyrics in a small, sans-serif font. The words "Starting Over" are written in a large, elegant cursive font across the center of the sign. On the right side of the sign, there is a detailed illustration of a guitar headstock with six tuning pegs. The man is wearing a dark jacket and dark pants, and the woman is wearing a grey hoodie and blue jeans. They are both looking at the camera with happy expressions.

Samantha Goodman | Del Sol Laser Creations

Lock in current pricing and special offers.

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