ATOMSTACK

Strategic advantage for resellers

Why AtomStack wins in the channel

Contents

Summary

For resellers operating in a competitive laser engraving and cutting market, success depends on three core factors: margin strength, product-market fit, and long-term customer satisfaction.

AtomStack's laser portfolio is strategically positioned to deliver on all three.

Compared to leading competitors, AtomStack provides:

- More competitive pricing across all tiers
- Higher performance per dollar
- A modular ecosystem that drives repeat sales
- Built-in safety features that simplify compliance
- Open software compatibility
- Stronger channel economics

The result is a product line that is easier to sell, more profitable to stock, and better aligned with end-user ROI expectations.

Capture more market segments with competitive pricing

AtomStack's pricing structure enables you to serve a broader spectrum of customers, from cost-conscious hobbyists and budget-limited small businesses to professional workshops, without compromising performance or quality.

What this means for you

- **Lower entry price points** attract first-time buyers and price-sensitive customers.
- **Strong mid- and high-tier value positioning** allows you to compete aggressively without sacrificing margin.
- **Wider addressable market** increases overall sales volume potential.
- **Reduced price resistance** shortens sales cycles.

Because AtomStack machines are priced significantly below comparable competitor models, you can position them as the clear value leader, while maintaining healthy gross margins and capture segments the competitor misses.

In short, you can offer better prices to end-users and still close more sales, a win-win for both you and the customer.

This pricing strategy allows you to win business from both:

- Customers who cannot justify premium-brand pricing
- Customers who demand professional-level performance without overspending

AtomStack's entry-level engraver is **way cheaper** than the competitor's least expensive laser. Even at the high end, AtomStack's 55 W CO_2 laser (Hurricane) significantly undercuts a similar 50–60 W CO_2 system from its competitors.

Higher performance per dollar = stronger sales conversions

AtomStack maximizes laser output, cutting capability, and speed at every tier. Customers receive more power and functionality for their investment, making the value proposition easy to demonstrate and defend.

Reseller advantages

- Clear, spec-driven sales arguments
- Strong differentiation in side-by-side comparisons

- Fewer objections around "underpowered" systems
- Easier upselling within the AtomStack lineup

Entry level

The AtomStack **P1 Dual** combines diode and infrared metal engraving in one unit, a capability that competitors typically price much higher. This lets you deliver metal marking without moving customers into a premium price bracket.

Mid-range

AtomStack's enclosed **Kraft 40 W** diode delivers true 40 W optical output and motion speeds up to 600 mm/s, providing heavy-duty cutting performance that has traditionally required more expensive machines.

High end

The 55 W CO_2 **Hurricane** matches the power class and engraving speeds (up to 600 mm/s) of flagship 60 W competitor systems at a significantly more accessible price.

For customers, this means:

- Greater cutting thickness capability
- Faster job completion
- Broader material range (wood, acrylic, metal marking, and more)
- Professional output at a lower capital investment

For you, it means shorter sales cycles and higher conversion rates. When the performance metrics match or exceed more expensive alternatives, the buying decision becomes straightforward.

Stronger specifications at lower price tiers make AtomStack not just competitive, but compelling.

AtomStack Atelier: expanding revenue in the premium mid-segment

The AtomStack Atelier occupies one of the most commercially attractive positions in the portfolio where customers seek premium features but still value affordability. It delivers an enclosed experience in a compact format while remaining accessible to serious hobbyists and growing small businesses.

This positioning creates strong margin potential. The Atelier commands higher perceived value than entry-level machines, increasing average selling price without pushing customers into full industrial investment levels.

Why this matters for your business

- Higher average transaction value than entry-level units
- Strong bundle opportunities (rotary, conveyor feeder, air purifier)
- Compelling showroom and demo appeal
- Natural upsell step toward Kraft or Hurricane systems

Positioned between portable engravers and production platforms, the Atelier strengthens your product ladder, driving higher margins today while supporting long-term customer upgrades.

Modular ecosystem = recurring revenue opportunities

AtomStack's rich ecosystem of interchangeable modules and accessories creates continuous revenue potential beyond the initial hardware sale. These add-ons can be bundled or sold separately, letting resellers upsell configurations tailored to each client's needs.

Why this matters for your business

- Upsell opportunities at point of sale
- Repeat purchases post-installation
- Custom configuration bundles for vertical markets
- Higher lifetime customer value

Instead of a one-time transaction, you build an expandable solution ecosystem. Customers grow into their machines and you grow with them.

In contrast to closed or proprietary systems that limit expansion or require expensive branded add-ons, **AtomStack's accessory portfolio is broad, flexible, and designed to support channel sales**.

To ensure long-term operational viability, our machine range supports a **tiered upgrade path**. Users can enhance their machine's versatility through specialized rotary and chuck tools for cylindrical applications.

For high-volume environments, the Kraft and Hurricane models offer advanced scalability, supporting industrial-grade accessories such as a conveyor feeder and riser base to accommodate oversized or continuous-feed projects.

This flexible ecosystem not only broadens what end-users can do (e.g. engraving cylindrical objects or passthrough cutting of large materials), but also drives repeat business in the form of accessory sales.

Compatible accessories include: rotary attachment, conveyor extension, riser base, air assist system, IR module, purification systems

Safety & compliance simplify the sales process

Safety is not just a product feature, it is a sales accelerator. AtomStack's enclosed designs, interlock systems, emergency stops, and ventilation options reduce risk and meet regulatory expectations in professional environments.

The AtomStack laser systems are **fully enclosed** by design (such as the Hurricane and Kraft models) or offer enclosure configurations. Unlike open-frame portable engravers that rely on external shielding and protective eyewear, AtomStack machines provide integrated protective housing that contains laser exposure, smoke, and debris.

Each enclosed unit includes **door interlock systems** that automatically pause operation when opened, along with **emergency stop** buttons and **physical key locks** to prevent unauthorized use. Higher-end CO_2 and diode platforms also support **integrated exhaust systems, air assist kits, air purification units, and monitoring options that reduce fire risk** and enable safe continuous operation.

Benefits to resellers

- Easier selling into education, studios, and commercial environments
- Reduced liability concerns
- Fewer customer objections about open-frame designs
- Greater confidence during demonstrations

Enclosed, compliance-ready systems build immediate trust, especially with institutional buyers and small businesses focused on insurance, regulations, and workplace safety.

> Built-in safety does more than protect the operator. It shortens sales cycles and expands the types of accounts you can confidently pursue.

Open software compatibility
reduces friction

AtomStack machines support industry-standard laser cutting software, such as LightBurn, alongside AtomStack's own user-friendly AtomStack Studio, unlike the more closed software ecosystem of competitors.

Commercial impact

- Customers can integrate machines into existing workflows
- Reduced onboarding friction
- Shorter training cycles
- Strong appeal to experienced makers and professionals

By avoiding software lock-in, AtomStack increases customer satisfaction and reduces long-term frustration.

For resellers, this means:
- Fewer support tickets related to proprietary software limitations
- Easier demonstrations
- Greater acceptance among advanced users

Open compatibility is a significant differentiator when selling to technically savvy customers. It signifies a more futureproof investment. Customers aren't locked into a single software platform or subscription, which enhances their satisfaction.

You can assure buyers that AtomStack machines will slot right into common design software workflows (ideal for education, maker spaces, and small businesses).
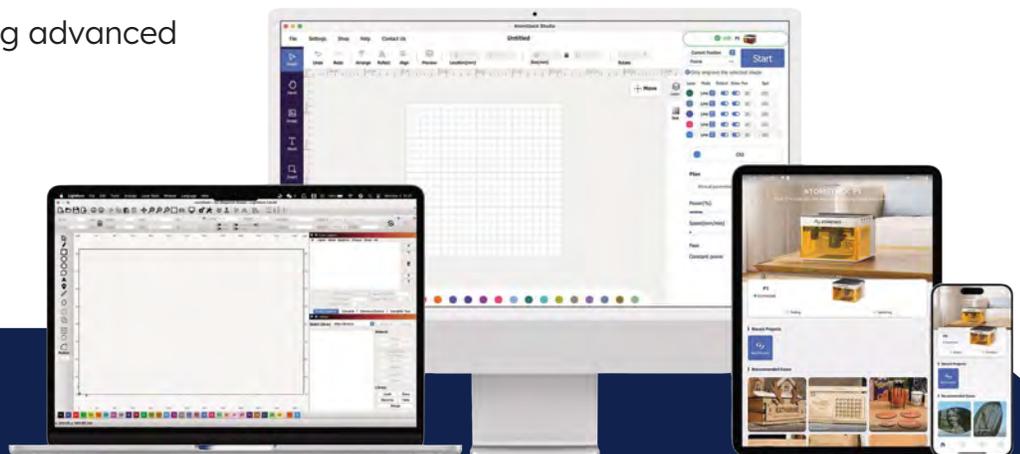
Stronger margins &
channel alignment

AtomStack's pricing and distribution strategy supports resellers rather than competing against them.

AtomStack units are competitively priced relative to their specifications, enabling you to secure inventory at lower cost while still offering attractive end-user pricing, preserving stronger margins on every sale.

With MSRPs positioned as clear value leaders (often 20–30% below comparable competitor models), you avoid margin-eroding discount battles and remain confidently price-competitive while maintaining healthy profitability.

Strategic benefits

- Higher per-unit profitability
- Reduced margin compression
- More predictable revenue planning
- Channel-focused growth model

Unlike brands that aggressively prioritize direct-to-consumer sales, **AtomStack relies on and supports its reseller network**. That alignment creates a healthier long-term partnership model.

By aligning with AtomStack, you benefit from a manufacturer that actively supports its channel partners with competitive wholesale pricing, marketing collateral, and training.

The result is a more **viable and profitable retail business**: you can close deals with confidence, know that you're offering the best value on the market, and retain more revenue on each unit sold.

AtomStack lets resellers **build a sustainable business on quality laser products**, rather than fighting for slim margins on an overpriced brand.

Faster end-user ROI drives customer satisfaction

The biggest advantage of AtomStack equipment is the combination of low upfront cost and high performance. For your customers, whether they are hobbyists starting a side business or small shops expanding their services, this means a much faster return on investment (ROI).

For example, a 55 W CO_2 AtomStack Hurricane can perform comparable work to a 60 W competitor laser cutter, yet at a substantially lower price point, freeing up capital that customers can immediately reinvest into materials, inventory, or marketing.

Importantly, **the lower price does not mean reduced capability**. AtomStack machines handle a broad range of applications, including wood, acrylic, glass, and metal marking, allowing users to offer diverse products and services from day one. **The wider the application range, the faster the machine begins to "pay for itself."**

Why this matters

- Easier ROI justification during sales conversations
- Stronger appeal to small business and startup buyers
- Faster customer success stories and testimonials
- Increased referrals and repeat purchases

When customers reach profitability quickly, satisfaction rises. Satisfied customers invest further: adding accessories, upgrading systems, and recommending your business.
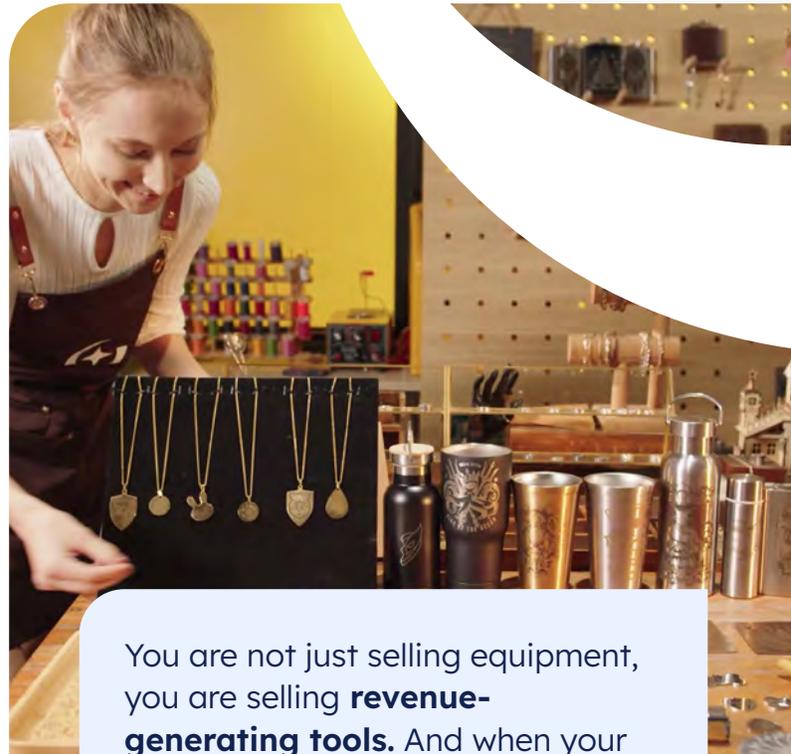
You are not just selling equipment, you are selling **revenue-generating tools.** And when your customers succeed faster, your long-term growth accelerates alongside them.

Strategic conclusion:
a platform for profitable growth

AtomStack offers resellers a rare combination:

- Competitive pricing across all tiers
- Best-in-class performance per dollar
- Modular expansion ecosystem
- Strong safety positioning
- Open software compatibility
- Healthy, sustainable margins

This positions AtomStack not merely as a supplier, but as a strategic growth partner.

For resellers seeking to:

- Increase sales volume
- Improve gross margins
- Differentiate in competitive bids
- Reduce sales friction
- Build long-term customer value

AtomStack provides a platform designed for channel success.

In a market where the alternative is a costlier, less flexible competitor, AtomStack empowers you to win more deals and ensure your customers are delighted with their choice – ultimately creating a foundation for sustained B2B success.

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