

# Freedom to Create.



See how  
Aeon laser  
owners are  
creating  
their futures  
together.



# **Aeon Laser USA believes in a world of infinite possibilities.**

We're not just another laser company  
- we're your partners. We're here to help  
you launch your own business, achieve  
financial freedom, and gain the confidence  
you need to create opportunities and  
a brighter future.

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\*Customer Spotlights feature interviews with Aeon Laser USA Partners and customers.

# Freedom to Create.

**Our mission is to empower you with the tools needed to seek the freedom to create a reality that you never dreamed possible.**

Imagine a tool that could offer you endless possibilities to turn your creativity into sellable products. Imagine a community that shares your passion to create and helps each other learn and grow together. Imagine a company that cares enough about their customers to factor your success into their business model.

OK, you can stop imagining now. At Aeon Laser USA, we're turning dreams into reality by inspiring people just like you to escape the 9-5 cookie cutter existence and embrace a lifestyle of creativity and entrepreneurship.

A lifestyle that propels you to unleash the creator within and awakens your innate desire to reach for something greater.

One that leads you to rediscover the beauty of interdependence as you spark the same realization in others while creating a sustainable future for yourself. One that allows you to provide a better lifestyle for your family and sets the stage for living a more profound existence together.



April Howton, (@sevenwooddesigns)



Callie Goodwin, sparksofjoyco.com



Tonja Corcoran, luckyheartdesignsco.com

# Why lasers?

**We're not just selling tools - we're building partnerships and growing a community of driven creatives and entrepreneurs.**

Aeon lasers are incredibly powerful machines that allow you to efficiently cut and engrave a vast array of items and material types. In addition to endless creative possibilities, owning an Aeon laser instantly opens the doors to countless business opportunities. Never before has there been the ability to enter any market, with just about any idea that comes to mind, and all from the comfort of your own home.

Whether you're an artist, a maker, a budding entrepreneur, or an existing business owner, Aeon will transform you into a true alchemist. If you can envision it, then so it shall become. With relatively low startup costs, an infinite number of uses, and the flexibility to work from anywhere; by adding an Aeon laser to your home, you are welcoming an opportunity to create your life the way you want it.

**Nearly 90% paid off their laser or are on track to pay it off in under a year.**

**Nearly 40% paid off their laser or are on track to pay it off in under 3 months!**

## How long will it take to pay off my laser?



Facebook poll asking, "How long did it take to pay off your laser after receiving it?", 69 respondents, March 1 2022.

## Business or Pleasure

# MIRA

CO2 Desktop Laser Cutting & Engraving Machine

**Models: MIRA 5**



### FEATURES:

- ▶ Great for beginners or anyone wanting to test the waters.
- ▶ Easily fits inside a spare bedroom or craft room.
- ▶ Engraves 2-3 times faster than a hobby grade laser.
- ▶ Engraves small-sized cylindrical items with the addition of a rotary attachment.
- ▶ Can be used to launch and scale a home-based business.

For more info and pricing →



<b>HOPE YODER</b>
Designs By Hope Yoder, Inc. Sarasota, Florida HopeYoder.com
<b>Machines: MIRA 5, MIRA 9 &amp; NOVA 14</b>

**What do you create or specialize in?**

I specialize in making silicone watch bands and cutting boards. I also teach in-person, hands-on laser retreats and networking techniques.

**What were you doing before you had your laser?**

I am a woman entrepreneur with several licensing agreements with manufacturing companies. I have been a fabric designer, the inspiration behind two software programs, magazine author, production of embroidery designs, stabilizers, threads, and more. I have worked with several large corporations such as Brother, Babylock, Bernina, Janome, Viking & Pfaff, devolving curriculum, R&D, and hosting large events across America, Australia, Puerto Rico, and Canada. I had the privilege of helping introduce the ScanNCut to dealers at their convention, which is a natural transition into the next BIG THING – lasers.

**What inspired you to buy a laser?**

I have always been a maker. I dream of the process of making everything from a quilt to designing sewing patterns. A friend of mine purchased a laser, and I thought she was crazy. Like we need one more hobby. Naturally, I started researching lasers and couldn't believe what I was missing out on. I could engrave on silicone watch bands. That is the first "Why" I invested in purchasing a laser. Not one day have I regretted that decision.

**How has your business grown or changed since buying a laser?**

Our yearly revenue has significantly grown. Not only do we have a thriving online business, but we service many local businesses in our town. Our Laser Retreats sell out so fast, which tells me that lasers are here to stay. And I love my MIRA so much I purchased a second one to keep up with our business demands.

**How has your life changed since buying a laser?**

Our life has changed for the better since buying a laser. Last year, little did we know that we would transition and

immerse ourselves in all things laser, from hosting retreats to adding more products and services. Our lasers allowed us to "pivot" into our next chapter of life and provide financial security.

**What is your superpower?**

My superpower is helping our laser community. I LOVE to teach, mentor and inspire. I genuinely believe that there is enough maker space for everyone, and I love being a part of others' success stories. This is what brings me joy. I know I'm leaving a legacy and making a difference in other people's lives and businesses. That is my superpower.

**“Our lasers allowed us to “pivot” into our next chapter in life and provide financial security.”**



**JANE FRIDDELL**

Ladybug Jane Gifts.  
Stockbridge, Georgia  
Ladybugjanegifts.com

**Machines: MIRA 5 & MIRA 9**

**What do you create or specialize in?**

Personalized Gifts & Rescues! I love to help those who have encountered laser issues and have orders or those who have not yet purchased and want to test the waters!

**What were you doing before you had your laser?**

Full-time nurse, caregiver for elderly father, trying to build my small business.

**What inspired you to buy a laser?**

I had been looking for a while to add one to my business, when I lost my job, I had a long conversation with Emily (That Mom With A Laser) & Danny (AEON Laser USA) and they helped me believe in myself!

**How has your business grown or changed since buying a laser?**

My business has grown! I am able to make unique personalized gifts for my customers, as well as help others in need.

**How has your life changed since buying a laser?**

My laser allows me to work from my home and enjoy more time with my family, more time for myself and to help contribute to the financial stability of our family.

**What is your superpower?**

I am not sure I have a superpower, but I like the nickname "Ladybug Jane To The Rescue" when my fellow crafters or business owners find themselves needing help with orders, whether due to machine malfunctions, waiting on machine delivery or just wanting to test the waters with laser cuts before purchasing their own laser!

**"My laser allows me to work from home and enjoy more time with my family, more time for myself and to contribute to the financial stability of our family."**





<b>BRYAN COPE</b>
North CNC. Houston, Texas North-cnc.com
<b>Machine: MIRA 5</b>

**What do you create or specialize in?**

Geometric multilayer wall art and anything I can cram geometric patterns into. Everything from large scale hotel installations to interior décor pieces, and odd jobs.

**What were you doing before you had your laser?**

I was a Shift Manager at Starbucks for 10 years prior to becoming a full time maker. My partner Dustin North had recently ended a job in 2017 doing drafting for an architect when we started down the maker path together. We founded North CNC in Jan of 2018 after the fabrication shop we worked at shut down.

**What inspired you to buy a laser?**

Dustin and I wanted to take our artwork to another level. The laser could achieve the kind of precision we could only obtain in computer programs up to that point. We purchased our first laser in 2016 and had to completely rebuild it. We began cutting stencils for artists we knew and eventually got our hands on a newer, larger machine and grew from there. In 2019, I started building out my own home workshop and was planning to add another laser when I stumbled upon Aeon Lasers. Aeon had already built the lasers I had envisioned – quick, small as possible, built-in essentials, and beautiful. In 2020, I received my Mira 5 only days after my second son was born at the beginning of the pandemic. I now use it for rapid prototyping projects for my larger machines, or dialing in the details that none of my other machines can achieve.

**How has your business grown or changed since buying a laser?**

It's totally different. We could never make a living from our photography, murals, and paintings; but with a laser our obsessive attention to details was rewarded. We could develop and repeat an idea on demand, and eventually help others to create something using our skills and tools.

**What is your superpower?**

We don't have super powers. We have lasers for that. However, we often disagree as much as we agree on

things. Our super power is having a built in Yin and Yang into our workflow. "Iron sharpens Iron, so a friend sharpens a friend" ...also fixing lasers, and drafting.

**“We could never make a living from our photography, murals and paintings; but with a laser, our obsessive attention to details was rewarded.”**



## The Side Hustle

# MIRA Pro

Benchtop CO2 Laser Cutting & Engraving Machine

**Models: MIRA 7 - MIRA 9**



### FEATURES:

- ▶ Great for side hustles or anyone who's outgrown a hobby laser.
- ▶ Can still fit inside a spare bedroom or craft room.
- ▶ Engraves 2-3 times faster and cuts thicker materials than a hobby grade laser.
- ▶ Can be used to create much larger projects than a hobby grade laser.
- ▶ Engraves medium-sized cylindrical items with the addition of a rotary attachment.
- ▶ Can scale beyond a side hustle and into a full time small business.

**For more info and pricing →**



## EMILY CAROLINE

That Mom with A Laser  
Coral Springs, Florida  
Thatmomwithlaser.com

**Machines: MIRA 5, MIRA 7 & NOVA 14**

### What do you create or specialize in?

I am a leading educator in the laser engraving industry and specialize in online laser education. Teaching others how to succeed with their lasers is my passion!

### What were you doing before you had your laser?

I was a high school history teacher who left the classroom to be a stay-at-home mom of three.

### What inspired you to buy a laser?

I was inspired to invest in a laser because it is such an efficient and versatile machine. Getting my hands on one meant I could earn good money from home, so I went for it. What started as a small "nap-time hustle" for me around my children has now grown into one of the most recognized names within the laser industry, That Mom With A Laser, Inc.!

### How has your business grown or changed since buying a laser?

Thanks to my laser, I now have a full-time, rapidly expanding business with two employees and plans for more. I recently opened up a warehouse which will allow me to mass produce laser-made products and offer additional laser educational services. My Mira 7 has helped take That Mom With A Laser to heights that I never imagined possible. Partnering with Aeon Laser USA was one of the BEST decisions I have ever made!

### How has your life changed since buying a laser?

My friends and family have always told me that I am a creative and talented person destined for success, but as a stay-at-home mom with limited resources, I had a hard time believing them. My laser business helped unlock my God-given talents and abilities. After getting lost in the world of stay-at-home motherhood, my laser business helped me find myself again. I can now help my spouse retire early, set a great example for my kids, take time to do the things I love, and experience the peace that comes with financial security.

### What is your superpower?

I have a gift for communicating and connecting with others. These superpowers have allowed me to be a small part of

hundreds of success stories within the laser industry and I could not be more grateful. My superpower is believing in YOU!

**"I can now help my spouse retire early, set a great example for my kids, take time to do things I love, and experience the peace that comes with financial security."**



## WILLIAM LOUIE

Crazy Laser Dad Blanks  
Sacramento, California  
Crazylaserdad.com

Machine: MIRA 5, MIRA 9 & NOVA 16

### What do you create or specialize in?

I provide laser ready blanks for the laser community.

### What were you doing before you had your laser?

Stay at home dad who ran a catering and cake decorating business.

### What inspired you to buy a laser?

Fun hobby. I use the laser to cut chocolate for chocolate sculptures.

### How has your business grown or changed since buying a laser?

I have since closed my catering business and now focus 100% on my laser business. Still a stay at home dad though.

### How has your life changed since buying a laser?

The people and relationships I've developed in the community have changed my life the most.

### What is your superpower?

I can make people smile but also help them grow their business.



**“I can make people smile but also help them grow their business.”**



## CRYSTAL AGUILA

Riley Black Project  
Sebastian, Florida  
rileyblackdesigns.com

**Machine:** MIRA 9

### What do you create or specialize in?

I was making shirts and was getting really bored with those, so I needed to step it up with something else! I had a Glowforge for 2 years then upgraded to my Mira 9 and I love it! I also realized I hate sanding, painting, sealing, etc, ha - So now I work mostly with acrylic, creating anything from small keychains to fancy light up LED signs. I also create designs for other busy laser owners and learners!

### What were you doing before you had your laser?

My husband wanted to move back to his home in Florida, so I had to quit my job of 12 years. I no longer wanted to work at a desk job that I hated, so I took the move as my opportunity to finally be able to do something creative that I love.

### What inspired you to buy a laser?

I saw someone post a cool sign in one of my craft groups and I had to know how she made it! I didn't even know what lasers were, but I knew I had to have one!

### How has your business grown or changed since buying a laser?

Man, how do I even answer this one! I was doing hours of design work, getting paid peanuts to make a t-shirt. I loved being creative, but t-shirts were just not my thing. Since the laser, my business has grown from a side business, to a business that is actually contributing to my household, with no business debt! I absolutely love what I am doing and can't wait to see how it grows over the next few months and years! I mean, who knew I'd start a laser podcast?? And that it is actually performing well?! Crazy.

### Tell us about your significant turning point or an obstacle you had to overcome.

My turning point was when I finally started to only take jobs and orders that I actually wanted to do! I would spend hours making that trending item, and hated every minute of it. Now, I only take the orders that I want to actually make. I also take less orders, so I have time to create designs that I want to do. I then sell those designs and hope that other people like them, too!

### What advice do you have for people interested in getting a laser?

Have some projects in mind that you want to try. The possibilities are literally endless and that can be overwhelming. So start with one item or a few, and see where those take you! Find you a laser mentor or local laser friend! It helps so much to have someone who speaks the laser language. Oh, and listen to The Riley Black Podcast.

## “I mean, who knew I'd start a laser podcast ? ”



## SUMITA & ANUJ PATEL

Home Bound Custom Decor  
Atlanta, Georgia  
Homeboundcustomdecor.com

**Machines: MIRA 7, MIRA 9 & NOVA 14**

### What do you create or specialize in?

We create laser engraved gifts and home goods that are personalized for any occasion.

### What were you doing before you had your laser?

We both work full time jobs both prior to owning a laser and even now. Sumita is an attorney and Anuj is in marketing. We are also expecting our first child this May!

### What inspired you to buy a laser?

We wanted to offer a more diverse product line to our established customer base and we found that most people are looking for something that can be personalized for a special occasion. We felt that a laser machine would allow us to offer a variety of items that can be both generic or personalized.

### How has your business grown or changed since buying a laser?

Our business has changed significantly! We went from stamping books to engraving and cutting various types of wood and acrylic. We have since launched our own website using Shopify, have grown our Instagram to over 32,000 followers, and ship orders to all fifty states, Canada, the UK, and Australia. We have generated six figure sales each year since launching our laser engraved items and continue to grow by offering new products each month. We just recently signed a lease on a warehouse space that will allow us to streamline our production even more (to this date, we have been operating out of our basement!). We were also able to hire an assistant to run the laser machine. We now also offer a marketing course for other laser owners to help them get their business up and running!

### How has your life changed since buying a laser?

The laser has introduced a new revenue stream for our family that provides stability and ability to continue growing our assets and net worth. We have been able to pay off our mortgage quicker and save more money for our growing family.

### What is your superpower?

Being able to introduce a new product and immediately market it to obtain sales - by using creative social media techniques, powerful photography, and unique designs - we have never had a product fail!

**“The laser has introduced a new revenue stream for our family that provides stability and ability to continue growing our assets and net worth.”**



## CALLIE GOODWIN

Sparks of Joy Co  
Irmo, South Carolina  
sparksofjoyco.com

Machine: MIRA 7

### What do you create or specialize in?

I have created earrings, ornaments, tumblers, wooden cards, and so much more. We recently went viral for our Stanley toppers - selling over \$30k worth in 10 days!

### What were you doing before you had your laser?

Sparks of Joy Co started as a pre-stamped greeting card company. We have expanded into wooden cards, gifts, and personalized tumblers as well!

### What inspired you to buy a laser?

I bought my first laser out of impulse to make earrings and to make some trophies for a competition I was managing. I outgrew that baby laser in just weeks and upgraded! I've never looked back! I finally have my dream laser, an Aeon Mira 7 and I am in love!

### How has your business grown or changed since buying a laser?

Adding a laser allowed us to diversify our product offerings. We can now offer wooden cards, tumblers, Christmas countdown calendars, stanley toppers, and so much more. The possibilities are truly endless.

### Tell us about your significant turning point or an obstacle you had to overcome.

May sound cliché, but the biggest turning point was upgrading my laser to an Aeon. My previous laser had me constantly frustrated with no support and constant issues. When I made the switch, I immediately had the amazing Aeon support team, so if something happens, I know that I will have help just an email or phone call away. I now spend more time creating and less time fighting the machine.

### What advice do you have for people interested in getting a laser?

Be prepared to have more ideas than you have time for! But for real - the possibilities are truly endless! Adding a laser to our business expanded our offerings exponentially and it's

been such a joy to be able to have an incredible machine that helps make my dreams come to life!

**“It’s been such a joy to be able to have an incredible machine that helps make my dreams come to life!”**



## HEATHER LYNN

LoBo Designs  
Philadelphia, Pennsylvania  
LoBoDesigns.com

**Machine:** MIRA 9

### What do you create or specialize in?

I'm a graphic designer, calligrapher, the owner of LoBo Designs. I also founded Glowcreate Facebook Group and teach an AI for Lasers Course focused on hand-drawn/hand-lettered design-to-vectorizing techniques using Adobe Illustrator.

### What were you doing before you had your laser?

I have a Bachelor's Degree in Graphic Design (LaSalle University — Class of 2005), but I wasn't really using it. In April 2020, in the midst of going stir-crazy in isolation, working my full-time job Mon-Fri and never being able to leave the house, I started hand-lettering and drawing again and fell back in love with my roots. That's when the idea hit me that it was time to venture into the digital world.

### What inspired you to buy a laser?

My digital file sales hit the ground running and within months, I had a thriving digital shop on Etsy. . . aaaand an unreliable laser. I didn't realize it at the time but going through four defective Glowforge Pros was a blessing in disguise because I was able to learn that I had very quickly outgrown the "desktop" laser world and I was ready for a more powerful machine.

### How has your business grown or changed since buying a laser?

Aeon Laser USA (and my Mira 9, which I have named Aeyoncé) have changed my entire business and amped up my productivity more than threefold! Engraves that once took 45 minutes on my previous machine are 3-4 minute engraves on my Mira. And the top notch customer service at Aeon Laser USA is a wonderful bonus!

### How has your life changed since buying a laser?

What I really love most about being a laser owner/designer/creator is how much I get to learn by creating and testing my designs and how much I am able to give back to our creative community to help others learn and grow as well. My love for learning and sharing is why I created the Glowcreate Facebook Group and what led me

to releasing the AI for Lasers Online Course, where I teach students how to create their own custom laser designs!

### What is your superpower?

I'm a firm believer that the energy we put out is the energy we get back and that mindset has allowed me and my business to thrive.

**“What I really love most is how much I get to learn... and how much I am able to give back.”**





## MARISSA ADAMS

Pearl and Pine  
Magnolia, Texas  
Pearlandpine.shop

Machine: MIRA 9

### What do you create or specialize in?

I make nursery decor, custom logo signs, family name signs, wedding decor, home decor. Now with the Mira 9 laser, I am expanding into incorporating acrylic and engraving into my designs as well!

### What were you doing before you had your laser?

It's quite an ironic story really. About the time my third girl was due, I wanted to buy them matching round nursery signs that have been popular lately. After calculating the cost and shipping for all three, it was going to be about the same amount as buying a scroll saw and the materials to make them myself, so I did just that. My first two signs were gifts for friends and soon after orders started coming in. One order after another and two years later, here I am. The funny part is, I have yet to make my girls' signs.

### What inspired you to buy a laser?

I got to the point where I needed an "employee". I can now focus on where my talents are showcased in the shaping and painting field. I also love that it is opening up doors with engraving and acrylic work!

### How has your business grown or changed since buying a laser?

Until recently I didn't even consider myself a "business". I love making these pieces for my new friends, and am so thankful I get to do what I love every day. I have been able to add several items to my shop that I would have never been able to do without my laser. I can't even imagine the places it's going to take me in the coming months, much less years.

### How has your life changed since buying a laser?

It has given me more time to spend working on new projects, or where it's more important, with my family.

### What is your superpower?

I embody community over competition and love to help other makers in any way that I can. Helping, teaching, and coaching is 100% where I find the most fulfillment. The community I have around me makes it all worth it.

**"It has given me more time to spend working on new projects, or where it's more important, with my family."**



**DAVID OLSEN**

Nerdy Sir Designs  
Surprise, Arizona  
nerdysirdesigns.wordpress.com

**Machine:** MIRA 9

**“I have wanted my own laser since 2013, and finally found the right fit.”**

**What do you create or specialize in?**

I make coasters, puzzles, name badges, coins, cups, and games.

**What were you doing before you had your laser?**

I'm a stay-at-home-parent, college student, 3D modeler.

**What inspired you to buy a laser?**

I have wanted my own laser since 2013, and finally found the right fit.

**How has your business grown or changed since buying a laser?**

People come to me with requests, and I can finally help with them.

**How has your life changed since buying a laser?**

I have hobbies to keep me busy, I educate others how to design and make things themselves, and started a YouTube and TikTok channel to build my influence.

**What is your superpower?**

Trial and error. You never know what something is going to do until you try. I study it out, do my research, then go for it. Experience serves us well, especially the mistakes.



## BEN FORRED

The Casual Campfire Supply Co  
Sioux Falls, South Dakota  
casualcampfiresupply.com

Machine: MIRA 7

### What do you create or specialize in?

I'm a woodworker and make everything from charcuterie boards to furniture. My product line promotes the carefree and laid back vibe of sitting by a campfire.

### What were you doing before you had your laser?

I was working full time and running my side business.

### What inspired you to buy a laser?

I bought my first laser to differentiate my products from others on the market. As my business grew, I looked to upgrade to a CO2 laser for the speed and capacity to cut material.

### How has your business grown or changed since buying a laser?

I have been able to produce more in a shorter period of time. I can also take what was once a limited set of products and customize them to the customer's desire.

### How has your life changed since buying a laser?

My laser has helped me grow my business substantially without having to spend much more time in the shop.

### What is your superpower?

I transform the profits from my business into donations that feed children at risk of hunger in South Dakota.

**“My laser has helped me grow my business substantially without having to spend much more time in the shop.”**



**DAWN MARIE LEGATT**

Sign Parties 101  
Eagle, Idaho  
signparties101.com

**Machine:** MIRA 9

**What do you create or specialize in?**

I teach and support entrepreneurs in how to start and grow their own DIY craft business through in-person parties and take home kits!

**What were you doing before you had your laser?**

I was a stay at home mom of seven littles when I started my own sign party business that led me to buy my first laser.

**What inspired you to buy a laser?**

I wanted to add options to my own sign parties at first (give my customers a 3D experience rather than just a stencil), and then it turned into helping others grow their businesses as well.

**How has your business grown or changed since buying a laser?**

It's not even comparable! The versatility that the laser brings gives me so many more options that I can use in my own local business, but also that I can use to support other makers in their business journey as well.

**How has your life changed since buying a laser?**

I've been able to expand my business enough to retire my husband from his powerline career to be home with us and homeschool our youngest three kids. I've also been able to hire and support employees because of the laser and move our family of nine across the country to where we've wanted to be.

**What is your superpower?**

Having had seven babies at home with no drugs, lol! – But a serious answer would be balancing a large family and a large multi-faceted business, while still having free time! :)

**“The versatility that the laser brings gives me so many more options that I can use in my own local business.”**



## SHAWN CARTWRIGHT

Cartwright Creative Craftworks  
Newport News, Virginia  
Cccraftworks.com

Machine: MIRA 9

### What do you create or specialize in?

I am a sign maker for businesses, schools, organizations and decor. I also do woodcrafting of all shapes & sizes, either for decor or functionality. Also engravings of various types, specifically with wood & acrylic.

### What were you doing before you had your laser?

I was a full-time Worship Pastor for 18 years. I started woodworking as a hobby, which grew into a side hustle, then full-time in January of 2023!

### What inspired you to buy a laser?

I wanted to expand and scale my business, as well as have the opportunity to try new things!

### How has your business grown or changed since buying a laser?

I've been able to work faster, smarter and more efficiently, which were all necessary in taking my business full-time. I've also been able to expand my business capabilities and product offerings.

### How has your life changed since buying a laser?

It exercises my creative muscles and allows me to be my own boss!

### What is your superpower?

OCD :)

**“I’ve been able to work faster, smarter and more efficiently, which were all necessary in taking my business full-time.”**



## Activate Boss Mode

# NOVA

Professional CO2 Laser Cutting & Engraving Machine

**Models: NOVA 10 - NOVA 14 - NOVA 16**



### FEATURES:

- ▶ Great for taking your business to the next level.
- ▶ Is relatively compact and can still fit through a standard doorway.
- ▶ Engraves 2-3 times faster than most comparable industrial lasers.
- ▶ Can be used to create even larger projects and cut even thicker materials.
- ▶ Engraves large-sized cylindrical items with the addition of a rotary attachment.
- ▶ Can take on bigger orders by batch engraving multiple items at once.

For more info and pricing →



## JENA STEARNS

Beyond Laser Creations  
Fostoria, Ohio  
Beyondlasercreations.com

Machines: MIRA 9 & NOVA 14

### What do you create or specialize in?

Custom laser gifts and promotional items for businesses including embroidery and printing.

### What were you doing before you had your laser?

For the last 16 years I worked full time in an insurance agency as a producer. I also had a photography business as my creative outlet. I'm a mother of three and a wife. I was used to being busy and tending to others.

### What inspired you to buy a laser?

During Covid, I was sewing face masks and marketing them on social media. It was very popular and I hand cut about 1000 before realizing I could buy a laser to cut multiple layers at a time. After buying a laser we made over 5000 before exploring other media that the lasers could cut and engrave. I quickly expanded into other areas that I knew were going to sell well in my area.

### How has your business grown or changed since buying a laser?

When I realized that I was enjoying this side gig a lot, and producing better income for my family, it was pretty easy for my husband to see that this was my new direction. He has been more than supportive in that decision. I told him that I could make something more out of this. He believed in me and agreed that this was the right move for all of us. By buying a laser that could keep up with my business goals only made this process smoother and more attainable.

### How has your life changed since buying a laser?

Although we are scaling and building my business now, it's setting us up for a better economic future.

### What is your superpower?

My personality is contagious. I beam with passion and enthusiasm. I'm always ready for a good time. It's hard not to have a great time when you're around me.

**“When I realized that I was enjoying this side gig a lot, and producing better income for my family, it was pretty easy for my husband to see that this was my new direction.”**



## DARREN AMATO

Engravid  
Branchurg, New Jersey  
Engravid.com

**Machines: MIRA 7 & NOVA 14**

### What do you create or specialize in?

My primary product line is the recognition market. I make custom plaques and awards to commemorate, recognize and celebrate life's great moments.

### What were you doing before you had your laser?

Lasering is my side hustle. My full time job is printing t-shirts, embroidery and knitting.

### What inspired you to buy a laser?

I started lasering for a very practical reason. I needed extra income. My day job just wasn't paying me enough to cover my basic and modest expenses. I chose lasering because I viewed it as a dual solution for me. The first problem it solved for me was that it helped me to generate the extra income that I needed. The second is that it is an investment in my retirement future. I plan to continue lasering into retirement to help fund and supplement my retirement.

### How has your business grown or changed since buying a laser?

I started about 2 years ago with a Mira 7. And it has grown substantially, enough so that I could afford to, and needed to buy another, bigger laser. I paid for the Mira 7 within the first 5 months of having it. I went from knowing nothing about laser engraving, to buying a Mira 7, to paying it off in less than 6 months.

### How has your life changed since buying a laser?

It's been amazing. I now have a financial safety net that I didn't have before. The laser has enabled me to have a sense of financial security that I've never had before. It's fantastic.

### What is your superpower?

I am very good at getting found on the internet, and making connections with new buyers to sell my products.

**“The laser has enabled me to have a sense of financial security that I’ve never had before. It’s fantastic.”**





## MELANIE JOY

Brand and Burn  
Cary, North Carolina  
Brandandburn.com

Machine: NOVA 7

### What do you create or specialize in?

Brand and Burn laser design studio specializes in luxury closing gifts and custom home decor. Each heirloom quality gift is thoughtfully curated and designed to leave a positive, lasting impression on your clients.

### What were you doing before you had your laser?

25 years as Executive Assistant and Chief of Staff to CEO and Chairman of the Board for a large medical corporation.

### What inspired you to buy a laser?

The desire to be creative and engage both hemispheres of my brain! In my role in Corporate America, I was not allowed to be creative. I was burned out. The laser allows me to use the science / math part of my brain as well as the creative side of my brain. I have NEVER felt so intellectually stimulated as I have while working with my laser! Also, the ability to MAKE anything I can dream up is pretty cool :)

### How has your business grown or changed since buying a laser?

Initially, I focused on holiday and individual gift business. However, after earning my real estate license, I quickly realized the potential in the closing gift market. After researching and talking to peers in the real estate industry, I also learned what was lacking and how to make my business stand out from the crowd.

### How has your life changed since buying a laser?

My life has changed in so many ways! I feel like I have a machine in my garage that PRINTS money whenever I need it! I feel more confident and self-sufficient. I feel more in control of my life and my future!

### What is your superpower?

My ability to think waaay outside the box! I am NEVER at a loss for ideas!

**“I feel like I have a machine in my garage that PRINTS money whenever I need it! I feel more confident and self-sufficient. I feel more in control of my life and my future!”**



# What can you make?



With an Aeon Laser, you can engrave and cut both flat and round objects of all types.

Beautiful products  
by Aeon customers



Baileys Branches (@BaileysBranches)



That Mom with a Laser (@thatmomwithalaser)



River Barn Designs (@Riverbarndesigns)



Tom Hollander

# Our Commitment.

**“Not only will you get the best laser, you’ll get the best of the Aeon team.”**

We’re not your typical reseller of goods. At Aeon Laser USA, we go the extra mile with everything that we do. Striving for perfection is in our nature.

For most people, a laser becomes the epicenter of their business. Therefore, it’s up to us to deliver a sturdy foundation for you to grow on. Around here, we’re not successful until you’re successful.



## **Domestic Quality Control**

When high voltage is involved, you should never be the Guinea pig. Once a shipment arrives in our Florida warehouse, each laser undergoes a 129 point inspection that can take anywhere between 2-3 days to complete. Our rigorous Quality Control process ensures that your laser is tuned to perfection and conforms to the highest level of safety.



## Nonstop Innovation

Aeon Laser USA is involved in an ongoing effort to bridge the communication gap between our factory and our end users. Our domestic R&D team exhibits a deeply rooted passion to not only develop new products, but to also make them adaptable to existing ones. In fact, most of the ideas for our unique innovations come from within our community. We're always looking for ways to enhance your experience, long after you've made your purchase.



## Support American Jobs

While a great deal of our components are made overseas, there is a full professional workforce here in the United States that accounts for most of the heavy lifting. When you purchase an Aeon Laser, you're helping to support American jobs, families and the future of this Country. More employed Americans means that your hard earned dollars are reinvested back into the US economy and the families who keep it afloat.



## Fast and Safe Delivery

Once your precious laser is ready to hit the road, we don't just hand it over to the freight company with the lowest rate. It's absolutely crucial that lasers travel by air whenever possible and that tractor trailers are equipped with air ride suspension. Our partnership with UPS's North American Air Freight Network ensures your big investment spends the least amount of time in transit and arrives at its destination safe and sound.

# Unmatched Support.

**“We hear you, and we’re here for you.”**

That’s not just something we say to get sales. With Aeon Laser USA, the support you’ll receive goes far beyond our lasers. We truly become your Laser Partner.

Whether that means troubleshooting on FaceTime while your toddler cries in the background on a Saturday night or flying someone to your rescue when your business needs it most; there’s no limit to the extent we’ll go to make sure you’re successful.



**David Tejera, Aspen Miller, and EJ Rao, the best support team in the laser biz!**



## Unlimited Domestic Support

Aeon Laser USA offers a domestic support team who speaks your language and is available during your business hours. Unlike most companies, we stand by our product and will never ask you to pay a penny to receive the help you deserve.



## Parts on Demand

Keeping your laser lit is our highest priority. You can count on having parts delivered overnight whenever possible. Once received, US techs are standing by to walk you step by step through the repair via phone, Zoom, Skype or Facetime.



## Emergency Response

Sleep better at night knowing that an emergency response team is just a phone call away. Aeon Laser USA can have a qualified technician deployed and at your front door within 48 hours of your distress call.



EJ Rao, Customer Service Manager, on a video call with a customer.



Aspen Miller, Inventory Manager, making sure everyone has what they need.



Aeon Laser USA Support Van to its way to help a customer.

**AEON LASER USA TO THE RESCUE!** 🧑‍🔧

# You're Not Alone.

**“We’re more than just a community, we’re family”**

Buying a laser is a lot like crowd surfing, it's much more enjoyable when you do it with others. At Aeon Laser USA, we're here to catch you when you take the dive; and if you fall, our wonderful community is there to help you back up.

We're also advocates of lifelong learning and mentoring. True mastery requires everlasting guidance and we're devoted to empowering our family members so that they can achieve their utmost potential.



Aeon family enjoying the Aeon Laser USA holiday party



Just some of our wonderful, ever-growing staff!





## Continuing Education

Learning how to use a laser is a lot like learning how to cook. There's very little you will accomplish in a 60 minute class. True mastery is an ongoing effort that requires everlasting guidance. It's important to have a laser guru who can answer questions and offer consolation along the way, especially when you're just getting started. At Aeon Laser USA, our aim is to empower our end users and continually boost them towards success.



## Community

When you purchase an Aeon Laser, you instantly become part of our extended family. With 9600+ members, our online community has become a knowledge exchange, where successful business owners and laser enthusiasts can openly share their projects, ideas and experiences. Whether it's figuring out which markets to pursue or how to handle a late night distress call, you'll never have to go it alone.



Aeon Partners on a tour of Aeon Laser USA HQ in Melbourne, FL

**With the AEON family, you have the whole world in front of you.**

# Better Together.

**“1+1=3, we’re all about synergy and sharing the spoils.”**

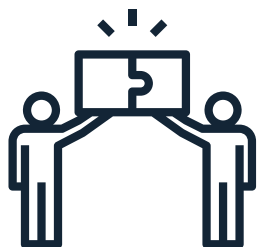
We’re not just your typical one-time transaction. When you purchase an Aeon Laser, we’ll also hand you a torch. When we align with one another and focus our energies in the same direction, we become a beacon for success. Sparking a flame in others is the most rewarding part of owning a laser.



**“I was a stay at home mom of 7 littles when I started my own sign party business that led me to buy my first laser.” - Dawn Marie, Sign Parties 101, Eagle, Idaho**

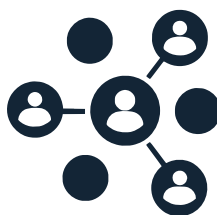
“As a full-time content creator, I can confidently say that there is no better program than this one. Aeon Laser USA is the only laser company in the industry willing to reward their partners fairly for the hard work that they do.”

**Emily Caroline (That Mom With A Laser)**



## Partnership Program

Our loyal customers receive 5% off all future laser purchases and up to 10% commission from any referrals that come our way through our partner program. Hive mind is a big part of our culture. Without You, there is no Us. We're all in this together.



## Partners Community

Aeon Laser USA is dedicated to the success of its partners. In addition to monetary compensation, Aeon Laser USA is proud to offer skills training and community support. For example, each of our partners receives private training on how to create effective content that converts to significant passive income. In addition, partners can look forward to exclusive holiday events, mastermind sessions and rewards!



## Partner Rewards

We want our partners to feel appreciated for their hard work. Partners are eligible to receive bonuses for achieving milestones. Earn swag boxes, content creator kits, a feature on our website, free lasers, trade show features, and all expense paid trips to visit our factory in Melbourne, Florida or attend our Aeon Laser USA Mastermind Summit in Costa Rica!

# Our Story.

**SEP 2008**

Engraving Machines Plus, Corp (EMP) is founded by Danny and Steven in a duplex with 2 laptops and \$400 startup money. Products: rotary engravers Employees: 2



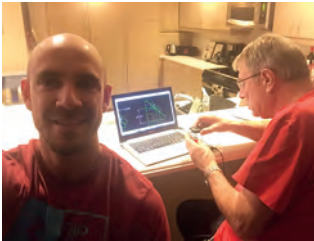
**DEC 2010**

EMP becomes the top Roland dealer for engraving machines in the USA by offering free training and support.



**DEC 2017**

EMP launches R&D department in Danny's kitchen with European YouTube sensation Russ Sadler.



**OCT 2018**

EMP partners with March of Dimes in an ongoing effort to improve the health of mothers and babies.



**FEB 2019**

Aeon Laser USA opens 1200 sq/ft showroom in Melbourne, FL. Employees: 5



**APR 2019**

EMP solidifies exclusivity with Aeon China at the ISA Show in Las Vegas. Aeon Laser USA is born!



**JUN 2020**

EMP begins construction on 22,500 sq/ft. facility with the aim to bring affordable laser manufacturing to the US.



**JUL 2020**

That Mom With a Laser visits Aeon Laser USA and we go viral!



**AUG 2021**

Aeon Laser USA launches the Partnership Program in an effort to reward its community members for spreading the word about Aeon Lasers and our mission.



**DEC 2021**

Aeon Laser USA celebrates 10M in revenue by hosting a Holiday Weekend for its Partners and Staff. Employees: 35+



## MAY 2013

\$1M in revenue, EMP upgrades to beach front condo. Employees: 3

## JUN 2015

Danny refinances his vehicles and makes first inventory and investment in a 100 sq/ft storage unit.

## JUL 2016

EMP expands product line to include CO2 lasers. A spare bedroom in Danny's condo becomes the Laser Room.

## DEC 2016

EMP signs lease for 3,000 sq/ft warehouse and orders first 20ft GP container of Bodor lasers from China.



## DEC 2019

EMP develops revolutionary technology that will change the future of lasers as we know it.

## JAN 2020

EMP receives the first 40ft HQ container of Aeon Lasers before the start of the pandemic.

## FEB 2020

Aeon Laser USA develops hand made wiring harnesses to increase safety and ease of end user repair.

## MAR 2020

Aeon Laser USA begins the production of PPE to raise money for first responders.



## JAN 2022

EMP partners with HSG to distribute industrial grade lasers in the US.

## FEB 2022

EMP receives the first of many pieces of metal fabrication equipment to begin US manufacturing in 2024.

## MAR 2023

EMP launches its own line of Fiber Galvo Lasers.

## NOV 2023

EMP launches Metal Cutting Club, bringing wholesale prices on custom metal products to its customers.



# Word on the Street.

## 3 Bears Workshop

June 20



Aeon's customer service is unmatched. This is why my husband chose to purchase from Aeon. When you reach out, they get back to you. If you call, you can talk to a person. If something isn't working, they send you parts. If you need assistance with your laser, they will FaceTime with you, even if it is 7:00 pm on a Sunday. THIS is what customer service should look like everywhere. I have the Mira 7 laser. It was intimidating, but the amount of support from the Aeon team and the laser community has taught me so much. I have continued to surprise myself at the things I have made, the things I can do, and the quality of the work that their lasers are capable of.

## George Kenner

2 months ago



I researched this company like few other people do before I invested in my laser. I even went from California to Florida to see their facility and the machines. It was worth it as I ended up with what I consider the best machine on the market for the money. Almost a year later, not a single problem with the laser. I was going to buy a bigger laser but when the sales team reviewed the type of jobs I was going to do they suggested a smaller machine and saved me money I was going to spend. They got me the right tool for the job. Could not be more pleased with them.

## Jessie Knapp

June 24



One of the main reasons I chose Aeon was because of their customer service. There have been times when I needed help with my Mira9 and the techs are able to FaceTime me for however long until I was able to find a solution. I've had my Mira 9 for 1.5 years now and so glad I went with Aeon. Not only is the laser a workhorse but the around the clock customer service is exceptional.

## Joanne Jacobson

June 21



I love my Mira 9 laser! One of the best things about Aeon is their customer service! When I bought my laser, it was the first one - I had never used a laser before, so of course I had a ton of questions when it arrived. The team was easy to get a hold of and always walked me through each step, and responded to emails quickly.

## Holly McCaig

June 21



The Aeon Laser USA family has customer service values I greatly appreciate in a business. I know many lasers are on the market, but what sold me was how responsive and supportive they are to all of their customers. It doesn't matter which level of machine you purchase; you're going to get quality support. I've had my Mira 9 for nearly a year and have had no issues with the machine. I have experienced customer support during setup and can only say good things about their team willing to get back to me on the weekend or call for follow-ups. They are doing great work, and I highly recommend this company for your next laser purchase.

## CestCreative

June 20



AEON Laser USA is by far the best! From the early days of research to determine IF I wanted to purchase from them, to the sales process, delivery, and after-delivery support, AEON Laser USA is phenomenal! I actually love them so much I have two and am excited to add more equipment as my business continues to grow.

## Loni Jenkins

2 months ago



I have NEVER EVER had a bad experience with the customer service at Aeon. I absolutely love my Mira 7 and when I did have an issue, it was resolved super fast. Everyone is extremely pleasant and great communicators. I'm saving up to buy a Nova. I HIGHLY RECOMMEND this company.

## Camryn Hatch

June 24



The level of customer service you receive from Aeon is incredible!

**Suzanne N Cox**

July 17



An Aeon Mira 7 was our 3rd laser purchase, all by different manufacturers. I wish it had been our 1st! I don't foresee myself ever buying another brand! Hands down the best customer service out there. I am NOT technically or mechanically savvy. But their team works with you so well no matter what your issue (ALL of mine were my own user error) that literally anyone can do this! They answer on holidays, weekends, and after hours. NO ONE else does that! The machine itself is a beast. It runs circles around our other two. I have no complaints at all.

**Tadpole and Lizzie**

June 18



I can't say enough about how much I LOVE LOVE LOVE my AEON laser. It's not just the laser, it's the AEON community and company that is so supportive. I create amazing products with my Mira 9 and if I run into any difficulty someone is there right away to guide me to any fixes I need. They were there for me late one night to help when I was on a deadline and have an issue. Again this company is AMAZING.

**Suzie Quinton**

April 10



5 STARS! I've been a happy Aeon customer for over 2 years now. I originally bought a Mira 9 having ZERO experience and within the last 6 months have gotten a Mira 7. Having no experience, my biggest concern was learning it and what to do if something goes wrong. Their guidance and customer service is the best and that is why I chose them. They exceeded my expectations every time. I can confidently work and troubleshoot on my machines and know how to run them with ease. I can't think of one instance of a negative experience or wishing I had gone another route.

**Nettie Crafts**

19 days ago



A+ customer service from both EJ and Jacob! My Z motor went out and they accurately diagnosed the issue through diligent troubleshooting, overhauled a new motor to me and quickly fit me on the schedule to help me replace it. Both were very knowledgeable, patient and did a great job guiding me through the process via FaceTime. Highly recommend this company for their top notch service!

**The Artful Fairy**

3 months ago



I've been impressed by the sales staff and customer service persons at Aeon! They have been nothing short of fantastic at helping me decide which laser to purchase and answering all of my many questions. I'm happy to be part of the Aeon family :)

**Axiom Engraving**

2 months ago



I've dealt with a lot of tech support places from a lot of CO2 laser brands, but Aeon is probably my favorite, for always making sure to help us to the very end of any issues or questions we may have! Thanks, Ethan!

**Karla Childs**

9 days ago



Their customer service is top notch. After 3 years they're still as helpful as the first time. Sending the parts needed and even video tutorials about how to replace the parts. Highly recommend!!

**The Laser Chick Shop**

June 18



Aeon Laser USA is by far the most caring and quality company I have ever worked with. Not only do they take pride in their product but they truly care and provide the best customer service there is! I highly recommend this company if you are in the market for a laser machine. they will walk you through set up and learning your machine and they have provided a community that is absolutely amazing!

**Jen C**

2 months ago



Changing lasers has been one of the best things I've done for my small business. The support team at Aeon has been very prompt and helpful -- exactly what I needed for a laser that I use for business. They have sent videos, PDFs and respond quickly via email. The MIRA 7 has been great so far too --- still trying to learn everything I can do with it besides cut wood and acrylic.



**Aeon Laser USA**

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facebook.com/aeonlaserusa

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**Instagram**

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**TikTok**

@aeonlaserusa

**Youtube**

youtube.com/c/AeonLaserUSA



**Not Just a Laser,  
It's a Lifestyle**

