

Cricut | Explore *Air*[™] 2

Smart Cutting Machine





Logos

Cricut | Explore *Air™ 2*

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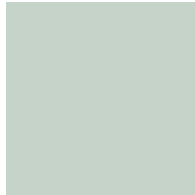
Colors



Pantone
376
Hex #82bc00



Pantone
Cool Gray 10
Hex #666666



Pantone
5595
Hex #becec4



Photography





Photography



Cutting



Writing



Scoring



Messaging

Official Product Name

Cricut Explore Air™ 2 machine

Short product description: <150 characters

Cricut Explore Air 2™ is a DIY speed machine. This smart cutting machine cuts and writes up to 2x faster than previous models and helps you make projects with over 100 different materials.

Long product description: <500 characters

Meet Cricut Explore Air 2™. Cut and write up to 2 times faster than previous Cricut Explore models with this DIY speed machine. Cricut Explore Air 2 cuts over 100 materials – everything from cardstock, vinyl, and iron-on to thicker materials like leather. Quickly. Beautifully. From cards to custom t-shirts to home décor, Cricut helps you create DIY projects in minutes. Design on the go on your favorite laptop, iPad or iPhone.

Headline

Make Every Minute Count

Bullets—max 120 characters

- Up to 2X Faster. Select Fast Mode when you need to make every minute count.
- Quick projects. Select from over 3,000 ready-to-make projects or make quick cuts from our extensive image library.
- Create on your computer, tablet, or smartphone.
- Embedded Bluetooth® for wireless cutting
- Cut 100+ materials from vellum to leather
- Smart Set® dial for easy material settings
- Double tool holder for cutting and writing or cutting and scoring in one step
- Upload your own images for free (.svg, .jpg, .png, .bmp, .gif, .dxf)
- Thousands of designs and ideas to kickstart virtually any project.
- Cut Smart® technology for precision cutting and easy and pre-calibrated material selection
- Upload and use your own image files or fonts for free
- Works with Cricut® cartridges
- Cuts printable images
- Integrated storage compartments



Messaging

SEO General Keywords

- DIY Crafts
- DIY Projects
- DIY home decor
- Scrapbooking Ideas
- Cartridge
- Cricut Design Space
- Cricut Craft Room
- Vinyl cutter
- Electronic cutting machine
- Vinyl cutting machine
- Craft cutting machine

SEO Product Specific Keywords

- Cricut Explore Air 2
- Vinyl cutting machine
- Craft cutting machine
- Electronic cutting machine



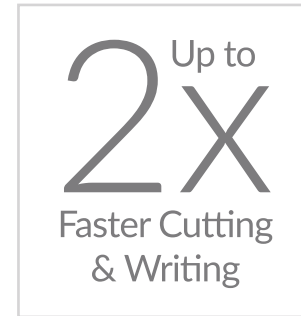
Packaging Copy

Product Descriptor

Smart Cutting Machine

Primary Callout

Up to 2x faster cutting and writing



Sample callout

EVERYTHING YOU NEED TO GET STARTED (What's included in the box)

- Cricut Explore Air™ 2 machine
- Built-in wireless Bluetooth®
- Cricut Design Space™ software & app
- German carbide premium blade
- USB cord and power cord
- Accessory Adapter
- 100+ free images
- 50+ free project ideas
- Getting started guide
- Pen & cardstock sample
- Cricut® 12 in. x 12 in. StandardGrip cutting mat
(Computers, tablets, and smartphones not included)

Back of the box

MAKE IT FASTER

Cricut Explore Air™ 2 is a DIY speed machine. This quick, smart cutting machine lets you make projects with over 100 different materials. Plus, save even more time with Cricut® mobile apps and predesigned projects.



Packaging Copy

MORE TIME TO CREATE, MORE TIME FOR LIFE.

2X FASTER

Adjustable cutting and writing speed up to 2x faster.

QUICK PROJECTS

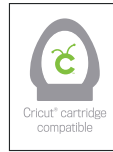
Choose Make It Now™ projects or make quick cuts with the Cricut Basics™ app.

DESIGN ON-THE-GO

Create on your computer, tablet, or smartphone.



Packaging Copy



Bottom of the box

*System requirements may change; for updated recommended system requirements see www.cricut.com/SystemRequirements.

Design features and functionality may vary between compatible computers, tablets, and smartphones.

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All other trademarks are the property of their respective owners.

Patents: cricut.com/legal/patents.

Warranty is valid and enforceable only in the country where the Product was purchased by the original purchaser/end user, provided that Cricut has intended the Product for sale in that country.

The Cricut Explore Air™ 2 machine is not intended for use by children 12 years and under.

Computers, tablets, and smartphones not included.

Cricut® tools and Scoring Stylus sold separately.

Precise cuts from 1/4 in. to 11 1/2 in. x 23 1/2 in. (12 in. x 24 in. Cricut cutting mat sold separately).

Individual material types may require changing the default settings for best results.
Fabric must be lined with an iron-on adhesive interfacing.



Comparison Chart

Find the Perfect Cricut® Machine			
	 Cricut Explore One The best value in DIY	 Cricut Explore Air Flexible and convenient	 Cricut Explore Air 2 Time-saving speed and power
The most precise cutting, writing, and scoring technology	✓	✓	✓
Cuts 100+ materials	✓	✓	✓
Easily design your project on PC, tablet, or smartphone	✓	✓	✓
30,000+ project and design ideas to kick start any project	✓	✓	✓
Upload your own designs and images for free	✓	✓	✓
Double tool holder for one-click cutting and writing		✓	✓
Works wirelessly via Bluetooth		✓	✓
Fast mode for up to 2 times faster cutting and writing*			✓
*Fast mode works with vinyl, iron-on, and cardstock			



Sample Banner Ads

Cricut
Explore Air™ 2



Make Every Minute Count

Up to
2x
Faster Cutting
& Writing

160 x 600

Cricut | Explore Air™ 2



Make Every Minute Count
Up to 2x faster cutting & writing.

250 x 250

Cricut | Explore Air™ 2



Make Every Minute Count
Up to 2x faster cutting & writing.

300 x 250

Cricut | Explore Air™ 2

Make Every Minute Count



728 x 90

Cricut | Explore Air™ 2



Make Every Minute Count
Up to 2x faster cutting & writing.

768 x 450



50 Free Projects





50 Free Projects





50 Free Projects





50 Free Projects





For additional resources or questions,
please contact your account representative.