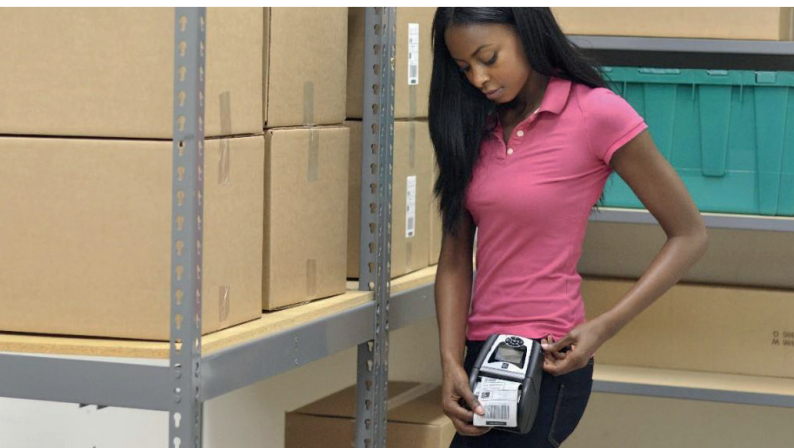




Boost your sales... join our Printer Trade-Up Programme

Up to 62% discount available



Imagine just how many older thermal printers there are out there! And think of the problems they create for users: they can't have the functions and capabilities to meet all of today's enterprise demands, they're probably not supported anymore and they can pose a significant network security risk.

Today's enterprise challenges demand smarter, more secure technology... and you can offer it to your customers and prospects via this great Printer Trade-Up Programme.

TRADE-IN... any older thermal printer, from any manufacturer*

TRADE-UP... to a brand-new Zebra industrial, desktop, mobile or card printer*

ENJOY... up to 62% discount*

It's a genuine win/win: your customers trade-up to the latest security, functionality and performance features; you increase your printer sales and deliver a great customer experience.

Printers covered by this Trade-Up Programme are:

Industrial Printers

ZT200, ZT510, ZT600, ZT400

Desktop Printers

GK, GX, ZD420, ZD500, ZD620

Mobile Printers

ZQ300, ZQ500

Card Printers

ZC100, ZC300

And there's a complete package of promotional support too:

We appreciate that parting customers from their existing printers is not always easy! Which is why you'll find all the promotional materials and sales messages you'll need to help you maximise this Printer Trade-Up Programme rolling-out on the Zebra Partner Connect portal.

Trade-Up is available for all previous Zebra printer models and for competitor thermal devices too*.

REGISTER FOR THE PROGRAMME AND START BUILDING YOUR PRINTER TRADE-UP SALES TODAY! ... SIMPLY VISIT THE EMEA PARTNER PROMOTIONS PAGE ON PARTNER GATEWAY.

*For detailed terms and conditions, please refer to the promotion bulletin, which can be found on the EMEA Partner Promotions page on Partner Gateway