

# GO Zebra Trade-in Program: A Powerful Sales Tool for You



Zebra makes it easy for your customers to earn rebates on printers, mobile computers, tablets, scanners, environmental sensors and Zebra OneCare™ when they upgrade



**GO ZEBRA**  
TRADE-IN PROGRAM



For Internal Use by  
PartnerConnect Members Only

January – December 2023

## A New Realm of Possibilities— and Savings—for Your Customers

When your customers are looking for new ways to boost productivity, increase visibility and make decisions, help them upgrade to our next-generation solutions—and take advantage of our sizable rebates.

With the **GO Zebra Trade-in Program**, you can kick off the sales dialog and present customers with a compelling financial reason to migrate from outdated devices to leading-edge printers and mobile computers. **By purchasing one of Zebra's eligible products and trading in an old unit, customers can earn a rebate of \$25 to \$600.** Customers that upgrade their printers can save even more when they purchase a Zebra OneCare service contract.

GO Zebra is an ongoing promotion designed to help you get in the door and close the deal. We'll periodically add new products into the promotion to give you new opportunities to reach out to your customer base.

**Open the door.** Looking for a good reason to contact your customers and prospects and begin a new conversation? Now's the time. Let them know how they can save when they upgrade and trade in their old products.

**Help your customers' bottom line.** With its significant rebates, GO Zebra improves your customers' ROI.

**Address customers' recycling needs.** GO Zebra takes the recycling burden away from your customers. We'll responsibly dispose of their old units, at no cost to them.

**Provide a reason to upgrade.** Are your customers lagging behind the competition? Our powerful rebates offer solid justification for getting rid of aging products and putting our latest technology into the hands of workers.

Put GO Zebra to work for you.  
Help customers save—and boost your sales success.

### Make the sale with GO Zebra



Rebates up to \$600  
per printer device



Rebates up to \$250 per  
mobile computing device



Rebates up to \$50 when  
Zebra OneCare is sold  
alongside an eligible printer



Rebates up to \$600  
per printer device



Rebate of 10% of total  
unit sales price for  
environmental sensors

## Mobile Computing and Tablet Rebates

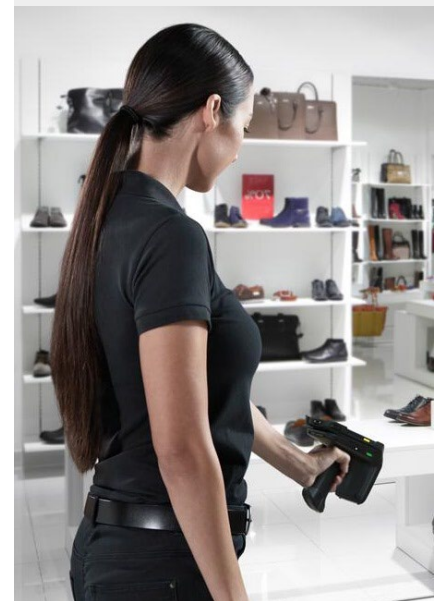
Help your customers capture real-time data and deliver on-the-go productivity with our powerful mobile computers and tablets. Check out the chart below for the rebates your customer can earn for eligible mobile computers and tablets. To help focus your sales efforts, we've also included a list of devices your customers may be looking to replace.

Eligible Products	Trade-In Rebate	Potential Upgrade Targets*
VC83, VC80X	\$250	Zebra 8525, 8530, 8585, 8595, 8515, VC50, Honeywell VM1, VM2, VX8, VX9, Intermec CV31, CV41, VC60, CV61, Glacier E2000, E4500, E5000, JLT 1214P
TC8300	\$250	Zebra MC9060, MC990, MC9190, Honeywell 99GX, Intermec CK70, CK71
MC9300	\$250	Zebra MC9060, MC990, MC9190, Honeywell 99GX, Intermec CK70, CK71
MC3300, MC33X, MC33ax	\$200	Zebra MC3000?3100, MC3200, Android JB, Intermec CK3X, Datalogic Skorpio X3, Apple iPod Touch 5, Linea Pro 5, Linea Pro Apto, Seuic A7, Point Mobile PM260, Urovo V5, CipherLab CP50
WT63	\$200	Zebra WT4090, WT41NO, WT41NO-VOW, Honeywell 70E
TC78, TC77, TC75, TC73, TC72	\$100	Zebra MC45, MC65, MC67, XT15, WAP4, ES400, TC55 Voice, TC75AH Voice, Honeywell Dolphin CT50, 70/75
L10 Rugged Tablets (XBOOK, XSLATE, XPAD)	\$100	Zebra ET 50/55, Xplore Bobcat, XSLATE B10, XC6, Motion Computing C5M, F5M, Dell Latitude 7212, Latitude 12, Panasonic FZ-G1, CF-20 2 in 1, Getac F110, RX10
TC52X, TC52ax, TC52X-HC	\$75	Zebra MC45, MC65, MC67, Honeywell Dolphin CT50, 70/75, Datalogic Joya Series
TC57, TC57X	\$75	Zebra MC70, Panasonic FZ-E1, Panasonic FZ-X1, Pidion BP30, Unitech PA700
TC53, TC58	\$75	
TC52, TC52-HC	\$75	Zebra MC40, MC40-HC
RS5100, RS6100	\$50	Zebra RS507
EC50, EC55, ET4X	\$50	
ET80, ET85	\$100	
RFD40 and RFD90 UHF RFID Sleds	\$75	Zebra RFD2000, RFD5500, MC3190-Z, MC9190-Z, MC3190-Z, MC9190-Z, Alien ALR-S350, ALR-H450, ALH-9011, ALH-9000, ALH-9001, Chainway R6, Honeywell IH21, IH25, IP4, IP30, Nordic ID HH53, TSL 1166, 2166, 1128, 2128, Bluebird RFR900-Series

\* Eligible trade-in products are NOT limited to these suggested trade-in products.

### Eligible trade-in mobile computers & tablets

As long as the customer's older handheld device has a screen 2" in diagonal—regardless of manufacturer—we'll accept it.



## Data Capture Device Rebates

Eligible Products	Trade-In Rebate	Potential Upgrade Targets*		
DS9908	\$25	<b>Zebra</b>  LS2208 LS2100 LS4000 LS4208 DS6878 DS6708 LS3408 LS3578 DS3508 DS3578	<b>Honeywell</b>  Eclipse Granit SG Voyager Xenon Series	<b>Datalogic</b>  Quickscan (Lite) Heron PowerScan Gryphon Series
DS8108, DS8108-HC	\$25			
DS8178, DS8178-HC	\$25			
DS3608, DS3678	\$25			
LI3608, LI3678	\$20			
DS9308	\$20			
CS6080, CS6080-HC	\$20			
DS4608, DS4608-HC	\$20			
DS2208, DS2278	\$15			

### Eligible trade-in barcode scanners

Trade-in barcode scanners must be a laser scanner, linear imager, or area imager.



## Industrial Fixed Scanners and Machine Vision Rebates

Eligible Products	Trade-In Rebate	Potential Competitive Upgrade Targets*
FS10, FS20, VS20	\$50	<b>Cognex DataMan</b> 70, 260, 374, 375; Insight 2000, 7600-7800, 8050, 8070, 8700 <b>Honeywell</b> 1280i, 1980i, 1981i, 1910i, 1911i, 1920i, 1990i, 1991i
FS40, VS40, FS70, VS70	\$100	<b>Datalogic</b> 9100, 9300, 9500 series <b>Keyence</b> SR-G100, IV2, SR-700, SR-1000, SR-2000, SR-5000 <b>Sick</b> IDM16x/IDM160, 65X, Inspector PIM60, P65x



\* Eligible trade-in products are NOT limited to these suggested trade-in products.



## Printer and Zebra OneCare™ Rebates

Zebra's extensive portfolio of printer products and solutions give your customers smarter ways to track and manage their assets. Your customers can also take advantage of additional savings when they purchase Zebra OneCare service contracts for their printers. Review the chart below to see which Zebra printers are eligible for a rebate.



### Eligible trade-in printers

Any thermal bar code printer from Zebra or from any other manufacturer is eligible. Trade-in product must power up and include a printhead.



\* Eligible trade-in products are NOT limited to these suggested trade-in products.

Eligible Products	Trade-In Rebate	Zebra OneCare Rebate	Total Rebate Possible	Potential Upgrade Targets*
ZT620	\$500	\$50	\$550	170Xi, 170XiII, 170XiIII, 170XiIIIPlus
220Xi4	\$500	\$50	\$550	220XiII, 220XiIII, 220XiIIIPlus
ZE511, ZE521, ZE500, ZE500R	\$500	--	\$500	ZE500, ZE500R, 110PAX4, 110PAX3, 170PAX2, 170PAX3, 170PAX4
ZT610	\$300	\$50	\$350	110Xi, 110XiII, 110XiIII, 110XiIIIPlus, 110Xi4
ZT510	\$200	\$50	\$250	105SL, 105SLPlus
ZT421	\$150	\$50	\$200	ZT420, ZM600, RZ600, Z6M, Z6MPlus
ZT411	\$150	\$25	\$200	ZT410, ZM400, RZ400, Z4M, Z4MPlus
ZQ521	\$100	\$25	\$125	RW420, RW420 Print Station, ZQ520
ZQ630, ZQ630 Plus, ZQ620, ZQ620 Plus, ZQ610, ZQ610 Plus	\$100	\$25	\$125	QLN320, QLN220, QL320, QL320Plus, QL220, QL220Plus
ZQ620-HC, ZQ620-HC Plus, ZQ610-HC, ZQ610-HC Plus	\$100	\$25	\$125	QLN420, QLN320, QLN220, QL420Plus, QL320, QL320Plus, QL220, QL220Plus
ZQ511	\$75	\$25	\$100	RW220, ZQ510
ZQ320, ZQ320 Plus	\$75	\$25	\$100	MZ320, iMZ320
ZQ310, ZQ310 Plus	\$75	\$25	\$100	MZ220, iMZ220
ZD510-HC	\$75	--	\$75	HC100
ZT230, ZT220	\$50	\$25	\$75	S4M
ZT111, ZT231	\$50	\$25	\$75	



Eligible Products for Purchase	Trade-In Rebate	Zebra OneCare Rebate	Total Rebate Possible	Potential Upgrade Targets*
ZXP Series 9 Dual-Sided Laminator	\$600	\$50	\$650	ZXP Series 8 Dual-Sided Laminator
ZXP Series 9 Single-Sided Laminator, ZXP Series 9 Dual-Sided	\$450	\$50	\$500	ZXP Series 8 Single-Sided Laminator, ZXP Series 8 Dual-Sided
ZXP Series 7 Dual-Sided Laminator	\$400	\$50	\$450	P330i, P330M, P430i, P630, P640
ZXP Series 7 Single-Sided Laminator	\$300	\$50	\$350	P330i, P330M, P430i, P630, P640
ZXP Series 7 Dual-Sided	\$250	\$50	\$300	P330i, P330M, P430i, P630, P640
ZXP Series 9 Single-Sided	\$225	\$50	\$275	ZXP Series 8 Single-Sided
ZC350 Dual-Sided	\$225	\$50	\$275	ZXP Series 3 Dual-Sided, P110i, P110M, P120i
ZC300 Dual-Sided	\$200	\$25	\$225	ZXP Series 3 Dual-Sided, P110i, P110M, P120i
ZXP Series 7 Single-Sided	\$150	\$50	\$200	P330i, P330M, P430i, P630, P640
ZC350 Single-Sided, ZC300 Single-Sided	\$100	\$25	\$125	ZXP Series 3 Single-Sided, P101i, P11-M, P120

\* Eligible trade-in products are NOT limited to these suggested trade-in products.



## Deliver savings on Zebra OneCare for printers

Printer availability is key to the success of your customers' businesses and the return on their Zebra printer investment. With our Zebra OneCare Support Services, you can ensure that our Zebra mobile, tabletop, desktop, card and kiosk printers achieve maximum uptime and peak performance. Customers get unmatched support from experts with unparalleled product knowledge.

With three service levels to choose from—Essential, Select and Premier—customers will find a Zebra OneCare offering that meets both their service requirements and budget.



# Environmental Sensor Trade-Ins

Zebra's cutting-edge portfolio of environmental sensors reimagines supply chain visibility. They see more and can tell customers a lot more. From ready-to-use thermal printable indicators to electronic sensors that wirelessly monitor environmentally sensitive products, Zebra offers a one-stop shop for complete cold chain and related solutions has customers covered.

Ready to Use Indicators	End User Rebate
LIMITmarker	10% of total unit sales price*
FREEZEmarker	10% of total unit sales price*
TransTracker	10% of total unit sales price*

**Eligible trade-in sensors**

Any ready to use indicator from any other manufacturer is eligible.

\* Minimum 500 units; maximum 10,000 units



## Battery Trade-Ins

Earn \$20 cash back on Zebra’s new Dual 3-Slot Battery Charger when you trade in the Quad Battery Charger. Zebra’s Dual 3-Slot Battery Charger is designed to simultaneously charge up to six PowerPrecision+ batteries from a single AC outlet. By leveraging Zebra’s PowerPrecision+ technology, the charger is able to assess health and charge status and identify the best battery per cradle; allowing users to quickly cycle batteries back into operation. The LED also indicates if a battery is “past its useful life” and should be replaced; minimizing printer downtime.

The Dual 3-Slot Battery Charger supports the following PowerPrecision+ batteries:

- ZQ610/ZQ620/QLn220/QLn320/ZQ500 Standard Battery Packs
- QLn220/QLn320/ZQ500 Extended Battery
- ZQ630/QLn420 Battery Packs
- ZQ610/ZQ620/QLn220/QLn320 Healthcare Battery Packs



Purchase the following dual 3-slot battery charger	Eligible Zebra Trade-in SKU	End User Rebate
SAC-MPP-6BCHUS1-01	AC18177-5	<b>\$20</b>

Lithium-ion batteries degrade over time. As they age, the performance of mobile printers can be affected. Help your customers operate at maximum capacity by refreshing old batteries. The chart below shows how they can earn \$10 cash back for trading in their batteries—including select competitor’s models—with every qualifying purchase.

Purchase any of the following Zebra mobile printer batteries	Eligible Zebra Trade-in SKU	End User Rebate
ZQ610/ZQ620/QLn220/QLn320/ZQ500 Standard Battery Pack	P1031365-059, P1031365-025 BTRY-MPP-34MA1-01	<b>\$10</b>
ZQ630/QLn420 Battery	P1050667-016 BTRY-MPP-68MA1-01	
QLn220/QLn320 Healthcare Battery ZQ610/ZQ620	P0165668-018 BTRY-MPP-34MAHC1-01	
iMZ Series	AK18353-1	
ZQ320 & ZQ310	BTRY-MPM-22MA1-01	
ZQ110	P1070125-107 P1070125-108 P1070125-007 P1070125-008	

### Eligible trade-in batteries

Rebates will be issued for each trade-in battery or charger, one-for-one, based on the number of batteries purchased as a separate line item on the reseller invoice.



\*Trade-ins from alternate battery suppliers are also acceptable.



## Targeting Your Customers

Build GO Zebra into your overall sales strategy, so your entire sales team can make the most of these significant rebates to help them close more deals. GO Zebra should be front and center for opportunities where:



**The customer wants to boost worker productivity.**

The latest mobile computers and printers help them meet key business objectives – and compete more effectively.



**Budget is a major obstacle.**

Rebates lower the customer's costs, making it easier for you to close the deal.



**The customer is considering consumer devices.**

Many customers are attracted to the price points of consumer mobile computers, even though analysts have reported that consumer smart phones actually increase Total Cost of Ownership compared to enterprise-grade devices. GO Zebra rebates help reduce the upfront investment in rugged devices.



**The customer's mobile computers and printers are nearing end of life.**

As replacement parts become harder to find, upgrading can help to protect workforce productivity.



**The customer wants to take advantage of Android applications on their mobile computers.**

Older mobile computers can't support the highly graphic and intuitive applications that the Android OS offers

## Sales Tools

With the GO Zebra Trade-in Promotion, you have the tools you need to reach out to customers, educate them about the promotion and close the deal.

**Customer Rebate site**

Customer can visit [www.zebra.com/gozebra](http://www.zebra.com/gozebra) to get rebate details, submit a rebate claim and check rebate status.

**Customer Brochure**

You can co-brand a customer-facing GO Zebra brochure, which features current eligible products and a promotion overview. Reach out to your Channel Account Manager (CAM) to learn more about co-branding.

## The GO ZEBRA Promise

**Easy for you.**

Make the sale and provide the customer with the invoice. That's it. There are no promotion codes needed.

**Easy for your customer.**

Your customer completes a short online form and packs the trade-in units. We'll take care of the rest.



Bring your customers the latest technology,  
big savings and free recycling.

## Rebates Made Real Simple

### Rebate and trade-in process

Your customers are just four steps away from savings—and the latest market-leading solutions.

- 1. Purchase**  
You make the sale and provide customers with your invoice that includes eligible GO Zebra products.
- 2. Rebate registration**  
Your customer visits [www.zebra.com/gozebra](http://www.zebra.com/gozebra) and completes the simple rebate claim form, providing information on their eligible purchased products and trade-in products. To submit proof of purchase, they can attach a copy of your invoice or fax it to us at (847) 890-6408. Alternatively, you can complete the form and send the invoice on your customer's behalf. Please feel free to remove pricing from such invoices.
- 3. Trade-in**  
The customer packs the trade-in products. We'll send an email asking your customer for information on the size and weight of the boxes, and we then arrange for pick-up by FedEx. We cover the shipping costs. **IMPORTANT:** Both your application and the device return must be completed within 90 days of invoice date.
- 4. Rebate**  
Once we receive the trade-in units, we process the rebate check and send it to the end user.



#### Please note:

- Please review the Terms and Conditions on the [GO Zebra website](#).
- Under the official rules of the GO Zebra Trade-in Program, customers are not able to take advantage of the program when eligible devices are sold via a Price Concession. Please be sure to notify your customers when their purchase involves a Price Concession, rendering such transaction ineligible for this program.
- As a reminder, you must ensure that you have access to the products you offer to customers via the GO Zebra Trade-In Program. For more information, review the [PartnerConnect Product Access Model](#).