

# CASH IN AND SAVE BIG.



2011 Trade-in & Save Program  
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HIT PRINT  
INTELLIGENTLY



# Background

- There are over 18 million HP LaserJet printers in operation in the U.S. today—more than half of these are over five years old.
- There are many more MILLIONS of ink-based printers in operation in the U.S. today.
- And even though these products “still work,” there are major benefits customers can receive by purchasing new HP printers.
- Given today’s economic environment, this reason needs to be pretty convincing in order for a customer to swap out their old desktop printer for a new printer when their current printer still works.

# Strategies

- Partner with HP IPG channel partners to support the Trade-in and Save initiative and communicate it to their customers.
- Develop and provide both online and offline tools to help support the sales channel.
- Leverage relevant HP promotions and incentives to drive sales.

# HP Trade-in and Save – Program Overview

## Objectives:

- Drive sales of new, more-efficient HP printers .
- Motivate customers to trade in their older desktop printers (any brand, any condition) and receive cash back plus Free Recycling (if eligible).
- Increase awareness of current Trade-in and Save 2011 program and drive HP hardware, services and aftermarket supplies sales.

## Timing:

- January 1 - Dec. 31, 2011

## Offers:

- Purchase a qualified HP LaserJet, Officejet Pro, and Photosmart and receive cash back up to \$700 - plus HP will recycle your old desktop printer.
- Add a select HP Care Pack service and get even more cash back
- Trade in a non-hp printer and receive additional cash back

## Products:

- Select HP LaserJet, HP Officejet Pro, HP Photosmart printers + eligible Care Packs

[www.hp.com/go/tradeandsave1](http://www.hp.com/go/tradeandsave1) - partner neutral site



## HP Trade-In and Save 2011

January 1, 2011 – December 31, 2011

### » HP Trade-In

- » [Trade-In and Save home](#)
- » [FAQ](#)
- » [Terms & conditions](#)

### HP Care Pack

» Get up to \$320 cash back on select Care Pack Services

» Get up to \$2,500 cash back on select HP Designjet Printers

**TRADE-IN AND SAVE**

**HP TRADE IN AND SAVE 2011. LET PAYBACK TIME BEGIN.**

»»Get up to \$700 cash back when you trade in your old printer on a new energy-efficient HP device

### Useful links

- » [Which Products are eligible?](#)
- » [Recycling with HP](#)
- » [HP + Energy Star®](#)
- » [HP Carbon footprint calculator](#)
- » [Terms & Conditions](#)
- » [Submitting your claim](#)

- » Black & White LaserJet
- » Black & white Multifunction
- » Color LaserJet
- » Color Multifunction

### Frequently Asked Questions



Find out all you need to know about HP's Trade-in and Save 2011 offer

» [Download now \(PDF, 134Kb\)](#)

### Terms and Conditions



Complete terms & conditions for HP's Trade-in and Save 2011 offer

» [Download now \(PDF, 178Kb\)](#)

### How to Claim



Complete your online claim form for HP's Trade-in and Save 2011 offer

» [Complete now](#)

# CY2011 product changes

**NEW to FY11  
Program**

Product	Part #	Trade In and Save cash Back as of January 1, 2011	Max Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade in Product Bonus cash back	Change from CY2010 Trade In and Save offering
Color LaserJet CP5225dn	CE712A	\$150	\$200	\$50	NEW to FY11 Program
Color LaserJet CP5525dn	CE708A	\$250	\$300	\$50	NEW to FY11 Program
Color LaserJet CM4540fsk	CC421A	\$700	\$800	\$50	NEW to FY11 Program
Officejet Pro 8500A eAll-in-One	CM755A	\$50	\$175	\$25	NEW to FY11 Program
Officejet Pro 8500A Plus eAll-in-One	CM756A	\$50	\$200	\$25	NEW to FY11 Program
Officejet Pro 8500A Premium eAll-in-One	CM758A	\$50	\$225	\$25	NEW to FY11 Program

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Officejet Pro 7500A Wide Format eAll-in-One	C9390A	\$50	\$175	\$25	NEW to FY11 Program
Photosmart Premium Fax e-All-in-One Printer	CQ521A	\$50	\$25	\$10	NEW to FY11 Program
Photosmart eStation All-in-One Printer	CQ140A	\$50	\$25	\$10	NEW to FY11 Program

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# CY2011 product changes

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LaserJet P2035	CE461A	\$50	\$175	\$25	Increased Max Allowable cash back
LaserJet P2035n	CE462A	\$50	\$200	\$25	No change
LaserJet P2055d	CE457A	\$50	\$200	\$25	No change
LaserJet P2055dn	CE459A	\$50	\$200	\$25	No change
Color LaserJet CP2025n	CB494A	\$50	\$200	\$25	No change
Color LaserJet CP2025dn	CB495A	\$50	\$275	\$25	Increased Max Allowable cash back
Color LaserJet CP2025x	CB496A	\$50	\$225	\$25	No change



# CY2011 product changes

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LaserJet M2727nf	CB532A	\$50	\$225	\$25	No change
Color LaserJet CM2320nf	CC436A	\$50	\$275	\$25	No change
Color LaserJet CM2320fxi	CC435A	\$50	\$275	\$50	Increased Max Allowable cash back
LaserJet P3015d	CE526A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P3015n	CE527A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P3015dn	CE528A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P3015x	CE529A	\$250	\$500	\$50	Increase TI&S cash back and increased Max Allowable cash back

# CY2011 product changes

Product	Part #	Trade In and Save cash Back as of January 1, 2011	Max Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade in Product Bonus cash back	Change from CY2010 Trade In and Save offering
Color LaserJet CP3525n	CC469A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CP3525dn	CC470A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CP3525x	CC471A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4014n	CB507A	N/A	N/A	N/A	Removed from FY11 program
LaserJet 4014dn	CB512A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4015n	CB509A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4015tn	CB510A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4015dn	CB526A	\$500	\$550	\$50	Increase TI&S cash back and increased Max Allowable cash back

# CY2011 product changes

Product	Part #	Trade In and Save cash Back as of January 1, 2011	Max Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade in Product Bonus cash back	Change from CY2010 Trade In and Save offering
LaserJet P4015x	CB511A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4515n	CB514A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4515tn	CB515A	N/A	N/A	N/A	Removed from FY11 program
LaserJet P4515x	CB516A	\$450	\$500	\$50	Increase TI&S cash back and increased Max Allowable cash back
Color LaserJet CP4525n	CC493A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CP4525dn	CC494A	\$250	\$300	\$50	Increase TI&S cash back and increased Max Allowable cash back

# CY2011 product changes

Product	Part #	Trade In and Save cash Back as of January 1, 2011	Max Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade in Product Bonus cash back	Change from CY2010 Trade In and Save offering
Color LaserJet CP4525xh	CC495A	N/A	N/A	N/A	Removed from FY11 program
LaserJet M3035	CC476A	N/A	N/A	N/A	Removed from FY11 program
LaserJet M3035xs	CC477A	\$250	\$550	\$50	Increased Max Allowable cash back
LaserJet M4345	CB425A	N/A	N/A	N/A	Removed from FY11 program
LaserJet M4345x	CB426A	N/A	N/A	N/A	Removed from FY11 program
LaserJet M4345xs	CB427A	\$550	\$600	\$50	Reduced TI&S cash back and reduced Max Allowable cash back
LaserJet M5035x	Q7830A	N/A	N/A	N/A	Removed from FY11 program



# CY2011 product changes

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LaserJet M5035xs	Q7831A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CM3530	CC519A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CM3530fs	CC520A	\$400	\$800	\$50	Increased Max Allowable cash back
Color LaserJet CM4730	CB480A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CM4730f	CB481A	N/A	N/A	N/A	Removed from FY11 program
Color LaserJet CM4730fsk	CB482A	N/A	N/A	N/A	Removed from FY11 program
Digital Sender 9250c	CB472A	N/A	N/A	N/A	Removed from FY11 program
Officejet Pro 8500	CB022A# B1H, #201	N/A	N/A	N/A	Removed from FY11 program

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Officejet Pro 8500 All-in-One Wireless	CB023A #B1H	N/A	N/A	N/A	Removed from FY11 program
Officejet Pro 8500 All-in-One Premier	CB025A #B1H	N/A	N/A	N/A	Removed from FY11 program
Photosmart Premium Fax	CC335A	N/A	N/A	N/A	Removed from FY11 program
Photosmart Premium Web	CD734A	N/A	N/A	N/A	Removed from FY11 program
Photosmart B8550	CB981A	N/A	N/A	N/A	Removed from FY11 program
Photosmart Pro B8850	Q7161A	N/A	N/A	N/A	Removed from FY11 program
Officejet H470B	CB027A	N/A	N/A	N/A	Removed from FY11 program
Officejet H470WF	CB064	N/A	N/A	N/A	Removed from FY11 program



# CY2011 product changes

Product	Part #	Trade In and Save cash Back as of January 1, 2011	Max Allowable cash back (Combination of eligible HP instant savings and Trade-in and Save Rebate)	Non-HP Trade in Product Bonus cash back	Change from CY2010 offering
Officejet H470WBT	CB028A	N/A	N/A	N/A	Removed from FY11 program
Photosmart Pro B9180	Q5736A	N/A	N/A	N/A	Removed from FY11 program
Business Inkjet 2800dtn	C8164A	N/A	N/A	N/A	Removed from FY11 program
Officejet Pro K8600dn	CB016A #A2L	N/A	N/A	N/A	Removed from FY11 program
Photosmart C8180	L2526A	N/A	N/A	N/A	Removed from FY11 program
OfficeJet Pro 8500 Wireless Eco Easy	CB874A #B1H	N/A	N/A	N/A	Removed from FY11 program
Scanners					All Scanners have been removed from FY11 program

# IPG Partner Portal – Trade-in and Save Micro-site

**Under  
Development**

HOME

MARKETING  
RESOURCES



SELLING  
RESOURCES

CUSTOMIZATION



## TRADE-IN AND SAVE

**HP TRADE IN AND SAVE 2011.  
LET PAYBACK TIME BEGIN.**

» Get up to \$700 cash back when you trade in your old printer or scanner on a new energy efficient HP device.

### HOW THIS SITE WORKS

It's simple. You decide how you want to communicate with your customers. Then you pick the HP-branded materials to best help you do exactly that. The materials are easy to download and most can be customized with your company logo and message.

### TOOLKIT MATERIALS

From online banners and emails to direct mail and telemarketing scripts, you'll find everything you need to help sell the HP's Trade In and Save Program.

### CUSTOMIZATION TIPS

You can personalize and customize most of the materials on this site. Make them your own – via text or logos.

# Additional Information

Website	URL
HP Trade-in and Save 2011 program website Channel (non-branded version)	<a href="http://www.hp.com/go/tradeandsave1">www.hp.com/go/tradeandsave1</a>
HP Trade-in and Save 2011 Public Sector	<a href="http://www.hp.com/go/tradeandsavePS">www.hp.com/go/tradeandsavePS</a>
HP Trade-in and Save 2011 Enterprise	<a href="http://www.hp.com/go/tradeandsaveENT">www.hp.com/go/tradeandsaveENT</a>
HP Trade-in and Save 2011 End User program website	<a href="http://www.hp.com/go/tradeandsave">www.hp.com/go/tradeandsave</a>
HP Partner Portal – HP Trade-in and Save 2011 Marketing Toolkit	<a href="http://www.hp.com/partners/IPGPrograms">www.hp.com/partners/IPGPrograms</a>
Campaign Central	<a href="http://www.hpcc.cohesioninc.com/Public/Login.aspx">www.hpcc.cohesioninc.com/Public/Login.aspx</a>

