



## HP TRADE-IN AND SAVE 2011 OVERVIEW

The new HP printers can help you process documents quickly and efficiently. With Original HP toner and printer cartridges, these printers are designed to deliver more than consistent, reliable printing—they can also boost productivity and cut costs. It's no wonder they're used by millions of businesses today.

### Why should you trade in your old printer?

- **Save printing costs.** New devices often have lower cost print cartridge options – including high capacity cartridges and dual packs.
- **Designed with the environment in mind.** New devices are often more energy efficient, offer automatic two-sided printing and have higher yield cartridges so less are consumed—reducing an organization's impact on the environment.
- **Improve productivity.** Newer devices are typically faster than older devices, often have larger paper input capacity and can support more users – saving time.
- **Add color or consolidate devices.** With HP's broad portfolio of black and white, color and multifunction printers, you can simply upgrade to a newer, similar model, add color capability and/or consolidate printing, fax and copy machines into one multifunction device.
- **Experience HP's latest innovations.** Customers can benefit from new innovations like HP ePrint, Smart Install, Auto-on/Auto-off, FutureSmart, OXP and other productivity-enhancing solutions.

### Trade-in and save

For a limited time, when you purchase any qualifying HP printer and return your old ink or laser desktop printer (any brand, any condition) to HP, you can **get up to \$700<sup>1</sup>** cash back. HP will even recycle your old printer for free.

This promotion runs January 1, 2011 through December 31, 2011, and is valid in the U.S. only.

## How to save!

1. Purchase any HP product from the list of qualifying products.
2. Complete the online claim form on [www.hp.com/go/tradeandsave1](http://www.hp.com/go/tradeandsave1) within 45 days of your purchase.
3. HP will send you a confirmation e-mail when the claim is received.
4. Fax, e-mail or mail the confirmation e-mail and proof of purchase to HP. Please write the serial number of your new printer(s) on the sales invoice prior to mailing.  
**e-mail:** [hptradesave@marketvelocity.com](mailto:hptradesave@marketvelocity.com)  
**mail:** Market Velocity, Inc.  
HP Trade-In and Save Program  
1305 Mall of Georgia Blvd, Suite 190  
Buford, GA 30519  
**fax:** (678) 730-0420
5. Once proof of purchase is validated, HP will e-mail you shipping instructions and a pre-paid shipping label.
6. Ship your old desktop printer to HP within 30 days of receipt of the shipping instructions. Return shipping and recycling of your old desktop printer is FREE!
7. HP will send you your rebate within 6–8 weeks of receiving the trade-in printer.

<sup>1</sup>Offers available on select printing and imaging products and vary in amounts and timing. Additional restrictions apply. For qualifying products and terms and conditions, including recycling details, visit [www.hp.com/go/TradeandSave1](http://www.hp.com/go/TradeandSave1)

# Qualifying products

The information below reflects program changes, including updated cash-back amounts, effective January 1, 2011.

HP LASERJET PRINTERS (BLACK)		SKU#	TRADE-IN AND SAVE CASH BACK <sup>1</sup>	BONUS FOR NON-HP TRADE-IN <sup>2</sup>	CARE PACK SERVICE <sup>3</sup>	SKU#	CARE PACK PRICE <sup>4</sup>
	HP LaserJet P2035 Printer	CE461A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UK929A/E	Get \$10 cash back
	HP LaserJet P2035n Printer	CE462A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UK929A/E	Get \$10 cash back
	HP LaserJet P2055d Printer	CE457A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UK929A/E	Get \$10 cash back
	HP LaserJet P2055dn Printer	CE459A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UK929A/E	Get \$10 cash back
	HP LaserJet P3015x Printer	CE529A	Get \$250 cash back	\$50 cash back	3-year Next Day Onsite	UP872A/E	Get \$30 cash back
	HP LaserJet P4015dn Printer	CB526A	Get \$500 cash back	\$50 cash back	3-year Next Day Onsite	H5479A/E	Get \$40 cash back
	HP LaserJet P4515x Printer	CB516A	Get \$450 cash back	\$50 cash back	3-year Next Day Onsite	UJ516A/E	Get \$50 cash back
HP COLOR LASERJET PRINTERS		SKU#	TRADE-IN AND SAVE CASH BACK <sup>1</sup>	BONUS FOR NON-HP TRADE-IN <sup>2</sup>	CARE PACK SERVICE <sup>3</sup>	SKU#	CARE PACK PRICE <sup>4</sup>
	HP Color LaserJet CP2025n Printer	CB494A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UL385A/E	Get \$10 cash back
	HP Color LaserJet CP2025dn Printer	CB495A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UL385A/E	Get \$10 cash back
	HP Color LaserJet CP2025x Printer	CB496A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	UL385A/E	Get \$10 cash back
	HP Color LaserJet CP4525dn Printer	CC494A	Get \$250 cash back	\$50 cash back	3-year Next Day Onsite	U5186A/E	Get \$60 cash back
	HP Color LaserJet CP5225dn Printer	CE712A	Get \$150 cash back	\$50 cash back	3-year Next Day Onsite	UT431E	Get \$50 cash back
	HP Color LaserJet CP5525dn Printer	CE708A	Get \$250 cash back	\$50 cash back	3-year Next Day Onsite	UX954E	Get \$150 cash back
HP LASERJET MULTIFUNCTION PRINTERS (BLACK)		SKU#	TRADE-IN AND SAVE CASH BACK <sup>1</sup>	BONUS FOR NON-HP TRADE-IN <sup>2</sup>	CARE PACK SERVICE <sup>3</sup>	SKU#	CARE PACK PRICE <sup>4</sup>
	HP LaserJet M2727nf MFP	CB532A	Get \$50 cash back	\$25 cash back	3-year Next Day Exchange	H5471A/E	Get \$15 cash back
	HP LaserJet M3035xs MFP	CC477A	Get \$250 cash back	\$50 cash back	3-year Next Day Onsite	UE685A/E	Get \$65 cash back
	HP LaserJet M4345xs MFP	CB427A	Get \$550 cash back	\$50 cash back	3-year Next Day Onsite	H7668A/E	Get \$100 cash back
HP COLOR LASERJET MULTIFUNCTION PRINTERS		SKU#	TRADE-IN AND SAVE CASH BACK <sup>1</sup>	BONUS FOR NON-HP TRADE-IN <sup>2</sup>	CARE PACK SERVICE <sup>3</sup>	SKU#	CARE PACK PRICE <sup>4</sup>
	HP Color LaserJet CM2320nf MFP	CC436A	Get \$50 cash back	\$25 cash back	3-year Next Day Onsite	UJ574A/E	Get \$20 cash back
	HP Color LaserJet CM2320fxi MFP	CC435A	Get \$50 cash back	\$50 cash back	3-year Next Day Onsite	UJ574A/E	Get \$20 cash back
	HP Color LaserJet CM3530fs MFP	CC520A	Get \$400 cash back	\$50 cash back	3-year Next Day Onsite	UK937A/E	Get \$75 cash back
HP Color LaserJet CM4540fsm MFP	CC421A	Get \$700 cash back	\$50 cash back	3-year Next Day Onsite	UV259E	Get \$150 cash back	
HP INKJET PRINTERS AND ALL-IN-ONES		SKU#	TRADE-IN AND SAVE CASH BACK <sup>1</sup>	BONUS FOR NON-HP TRADE-IN <sup>2</sup>	CARE PACK SERVICE <sup>3</sup>	SKU#	CARE PACK PRICE <sup>4</sup>
	HP Officejet Pro 8500A eAll-in-One Printer	CM755A	Get \$50 cash back	\$25 cash back	3-year Next Business Day Exchange w/ Enhanced Tech Phone Support AiO/ Mobile OJ PRTR -H SVC	UQ212E	Get \$15 cash back
	HP Officejet Pro 8500A Plus eAll-in-One Printer	CM756A	Get \$50 cash back	\$25 cash back	3-year Next Business Day Exchange w/ Enhanced Tech Phone Support AiO/ Mobile OJ PRTR -H SVC	UQ212E	Get \$15 cash back
	HP Officejet Pro 8500A Premium eAll-in-One Printer	CM758A	Get \$50 cash back	\$25 cash back	3-year Next Business Day Exchange w/ Enhanced Tech Phone Support AiO/ Mobile OJ PRTR -H SVC	UQ212E	Get \$15 cash back
	HP Photosmart eStation All-in-One	CQ140A	Get \$50 cash back	\$10 cash back	2-year Accidental Damage Protection with Next business day Exchange for Printing and Imaging	UX454A	Get \$15 cash back
	HP Photosmart Premium Fax eAll-in-One	CQ521A	Get \$50 cash back	\$10 cash back	3-year Next Business Day Exchange w/ Enhanced Tech Phone Support AiO/ Mobile OJ PRTR -H SVC	UG609E	Get \$15 cash back
HP Officejet 7500A Wide Format eAll-in-One	C9309A	Get \$50 cash back	\$25 cash back	3-year Next Business Day Exchange w/ Enhanced Tech Phone Support AiO/ Mobile OJ PRTR -H SVC	UQ212E	Get \$15 cash back	

<sup>2</sup>Additional cash back when trading in a non-HP printer.

<sup>3</sup>Geographic area may affect services; some restrictions apply. For details, visit [www.hp.com/go/carepack](http://www.hp.com/go/carepack)

<sup>4</sup>For complete HP Care Pack multi-year pricing, please visit [www.hp.com/go/tradeandsave1](http://www.hp.com/go/tradeandsave1) and click on Terms & Conditions.