



TRADE-IN AND SAVE SPRING 2012

SAVE MONEY AND THE ENVIRONMENT.

GET UP TO **\$150 CASH BACK**¹ WHEN YOU TRADE IN YOUR OLD PRINTER FOR A NEW ENERGY EFFICIENT HP DEVICE.

ACT NOW. OFFER VALID FEBRUARY 1 – APRIL 30, 2012.

PROGRAM OVERVIEW

The new Spring 2012 Trade-in and Save program offer is only available for a limited time! Take advantage of these savings on a variety of new HP Printers that are designed to deliver more than consistent, reliable printing—they can also boost productivity and cut costs. Find the perfect printer for your home or office and trade in for a new HP Printer 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 fewer are consumed—reducing an organization's impact on the environment.
- **Experience HP's latest innovations.** Customers can benefit from new innovations like HP ePrint, Smart Install, Auto-on/Auto-off, Instant-on Technology, FutureSmart, OXP and other productivity-enhancing solutions.
- **Improve productivity.** Newer devices are typically both faster than old devices and have larger paper input capacity—supporting more users and saving time.
- **Consolidation savings.** When you can print, copy, fax and scan from one versatile HP MFP, you have fewer devices to power, support and maintain, and you can eliminate outside vendors to save time and money.
- **Make a colorful, lasting impression.** 87% of consumers are more likely to notice color marketing materials over black and white.² So take your color printing in house where it is more affordable, saving up to 50% of your budget compared to outsourced printing.³
- **Management savings.** HP's industry-leading, award-winning HP Web Jetadmin software will help you effectively manage your HP printers, multifunction printers, and non-HP devices.

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 \$150 cash back**.¹ HP will even recycle your old printer for free. This promotion runs February 1, 2012 through April 30, 2012, and is valid in the U.S. only.

Saving is Simple

It's easier than you think to Trade-In & Save.

Here are the **4 simple steps** to getting cash back when you purchase a new HP Printer:



STEP 1

Purchase any new qualifying HP Printer.



STEP 2

Register your trade-in claim online and provide proof of purchase.



STEP 3

Ship your old product for **free**⁴ once proof of purchase is validated.



STEP 4

Your rebate arrives 6–8 weeks from receipt of the trade-in printer.



QUESTIONS?

For questions call 888-309-2943
8 am – 8 pm ET, Monday – Friday.

Visit

www.hp.com/go/tradeandsave1

to register your trade-in claim.



Qualifying products

The information below reflects product changes, including updated cash-back amounts, effective February 1 – April 30, 2012.⁵

HP LASERJET PRINTERS (BLACK)	SKU#	REBATE AMOUNT ¹
HP LaserJet P2035n Printer	CE462A	\$50
HP LaserJet P2055d Printer	CE457A	\$50
HP LaserJet P2055dn Printer	CE459A	\$50
HP LaserJet Enterprise 3015n Printer	CE527A	\$50
HP LaserJet Enterprise 3015dn Printer	CE528A	\$100
HP LaserJet Enterprise 3015x Printer	CE529A	\$100

HP COLOR LASERJET PRINTERS	SKU#	REBATE AMOUNT ¹
HP LaserJet Pro CP1525nw Color Printer	CE875A	\$50
HP Color LaserJet CP2025n Printer	CB494A	\$50
HP Color LaserJet CP2025dn Printer	CB495A	\$50
HP Color LaserJet CP2025x Printer	CB496A	\$50
HP LaserJet Pro 400 color printer M451nw	CE956A	\$50
HP LaserJet Pro 400 color printer M451dn	CE957A	\$50
HP LaserJet Pro 400 color printer M451dw	CE958A	\$50
HP LaserJet Enterprise 500 color M551n Printer	CF081A	\$50
HP LaserJet Enterprise 500 color M551dn Printer	CF082A	\$100
HP LaserJet Enterprise 500 color M551xh Printer	CF083A	\$100
HP Color LaserJet Enterprise CP4525dn Printer	CC494A	\$150
HP Color LaserJet Professional CP5225dn Printer	CE712A	\$150
HP Color LaserJet Enterprise CP5525dn Printer	CE708A	\$150

HP LASERJET MULTIFUNCTION PRINTERS (BLACK)	SKU#	REBATE AMOUNT ¹
HP LaserJet Pro M1536dnf Multifunction Printer	CE538A	\$50
HP LaserJet M2727nf MFP	CB532A	\$50
HP LaserJet M3035 Multifunction Printer	CC476A	\$150
HP LaserJet M3035xs Multifunction Printer	CC477A	\$150
HP LaserJet Enterprise M4555fsk MFP	CE504A	\$150

HP COLOR LASERJET MULTIFUNCTION PRINTERS	SKU#	REBATE AMOUNT ¹
HP LaserJet Pro 100 Color MFP M175nw	CE866A	\$50
HP TopShot LaserJet Pro M275	CF040A	\$50
HP LaserJet Pro CM1415fnw Color Multifunction Printer	CE862A	\$50
HP Color LaserJet CM2320nf Multifunction Printer	CC436A	\$50
HP Color LaserJet CM2320fxi Multifunction Printer	CC435A	\$100
HP LaserJet Pro 300 color MFP M375nw	CE903A	\$50
HP LaserJet Pro 400 color MFP M475dn	CE863A	\$50
HP LaserJet Pro 400 color MFP M475dw	CE864A	\$100
HP Color LaserJet CM3530fs Multifunction Printer	CC520A	\$150
HP Color LaserJet Enterprise CM4540fsk MFP	CC421A	\$150

HP INKJET PRINTERS AND ALL-IN-ONES	SKU#	REBATE AMOUNT ¹
HP Officejet 100 Mobile Printer	CN551A	\$50
HP Officejet 150 Mobile All-in-One	CN550A	\$50
HP Officejet Pro 8600 Plus e-All-in-One	CM750A	\$50
HP Officejet Pro 8600 Premium e-All-in-One	CN577A	\$50
HP Photosmart eStation e-All-in-One	CQ140A	\$50

¹ Offer valid from February 1 – April 30, 2012, and is only 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.

² Average based on HP Color Effectiveness Study Conducted in the U.S. by Infotrends, 9/2011. 90% would more likely read a full color flyer/postcard, 92% a full color newsletter. 79% a full color brochure, and 87% a full color mail piece rather than one printed in black and white.

³ Based on average retail pricing for short-run marketing materials. Actual prices may vary. Source: Infotrends Cost of Print Studies, March 2009. Visit www.hp.com/go/printcosts for more details.

⁴ Shipping within the continental U.S. is paid for by HP for qualifying purchases. © Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.

⁵ Products and rebates subject to change without notice. Please visit www.hp.com/go/TradeandSave1 for the most up-to-date product and savings details.

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