

# Bravo Upgrade Program



## Already own a Bravo? Learn about our upgrade program!

As a way of saying “thank you” to our customers for being loyal to Primera products, we’re offering an upgrade program that gives customers a chance to purchase a newer Primera Bravo 4100-Series Disc Publisher at an unbelievably discounted price.

There’s a Bravo 4100-Series model for almost any disc printing or publishing need, ranging from print-only to dual recording drives. Some of the highlights of our Bravo 4100-Series include:

- Up to 6 second print speed per disc
- Four separate CMYK ink cartridges for a lower cost per disc
- 300% faster robotics than previous models

In order to qualify for this opportunity, the unit to be upgraded must meet all of the following requirements:

1. Be at least 3 years old or older
2. Be outside of any warranty coverage
3. Eligibility must be pre-verified by Primera via the serial number and customer information

The following pricing is available for customers who are eligible to upgrade their current Bravo units:

Model	MSRP Price	Upgrade Price
Bravo 4051	\$2,495	\$1,700
Bravo 4051 Blu	\$3,495	\$2,450
Bravo 4100 AP	\$1,995	\$1,250
Bravo 4101	\$2,995	\$1,925
Bravo 4102	\$3,295	\$2,125
Bravo 4101 Blu	\$3,995	\$2,675
Bravo 4102 Blu	\$4,995	\$3,275
Bravo 4102 XRP	\$3,795	\$2,575
Bravo 4102 XRP Blu	\$5,495	\$3,700

To see if you qualify for the Bravo upgrade program, visit [www.primera.com/upgrade](http://www.primera.com/upgrade). If your unit is eligible for upgrade, you may purchase directly through B&H by phone at 800-894-9703 (online orders not accepted).

### Additional Terms & Conditions

- Upgrade program valid only in the United States, U.S. territories and Canada
- Customers who purchase an upgraded model keep their current unit, but it will be marked as decommissioned and will no longer be eligible for Technical Support or service
- Customers can receive one upgrade price per eligible unit; there is not an additional discount for more than one eligible unit
- Upgraded units are new units and come with the standard one year warranty
- Upgraded units are eligible for extended warranties (at additional cost)
- Models listed above are currently the only models eligible for discounted upgrade pricing
- Shipping charges will apply
- Certain rebates do not apply