

Refresh 2012



4/1/12 – 9/30/12

Trade-up to the latest Ricoh laser printers and MFPs & earn cash rebates up to \$575/unit!

3 simple steps

1. Purchase eligible Ricoh Laser Printers/MFPs per the chart below.
2. Visit www.ricoh.tradeups.com to trade-in your qualified aging laser printer/MFP
3. Claim your Cash Rebates for Refresh 2012 via the "Promotions" tab!

3 tiers to earn

Standard Rebate:

Based on Ricoh purchase model – **up to \$400/unit!**

Competitive Bonus Rebate:

If trade-in product is a competitive model- **up to \$100/unit!**

Toner Bonus Rebate:

Purchase a complete toner set for your new Ricoh laser printer/MFP on the same invoice- **up to \$75/unit!**



Eligible Ricoh Purchase Models	Printer/MFP Category	Standard Cash Back	Competitive Trade-In Bonus Cash Back	Toner Bonus Cash Back	Max Cash Back
Ricoh SP C242DN	CLP	\$50	\$25	\$25	\$100
Ricoh SP C320DN	CLP	\$60	\$25	\$25	\$110
Ricoh SP C430DN Ricoh SP C431DN	CLP	\$100 \$125	\$50 \$50	\$50 \$50	\$200 \$225
Ricoh SP C431DN-HS	Color HotSpot	\$200	\$50	\$50	\$300
Ricoh SP C820DN/T1/T2/LC,	CLP	\$300	\$100	\$75	\$475
Ricoh SP C821DN/T1/X/LC,	CLP	\$400	\$100	\$75	\$575
Ricoh SP 3400N/SP 3410DN	B&W-P	\$40	\$25	\$10	\$75
Ricoh SP 4100NL	B&W-P	\$50	\$25	\$10	\$85
Ricoh SP 4310N	B&W-P	\$65	\$25	\$10	\$100
Ricoh SP 6330N	B&W-P	\$75	\$50	\$15	\$140
Ricoh SP 5200DN/SP 5210DN	B&W-P	\$100	\$50	\$15	\$165
Ricoh SP 8200DN	B&W-P	\$125	\$75	\$15	\$215
Ricoh SP 2405F	Color MFP	\$50	\$25	\$25	\$100
Ricoh SP C2425F	Color MFP	\$75	\$25	\$25	\$125
Ricoh SP 34005F/SP 34105F	B&W-MFP	\$50	\$25	\$10	\$85
Ricoh SP 44105F	B&W-MFP	\$90	\$50	\$10	\$150
Ricoh SP 5200S/SP 52105F/SP 5210SR	B&W-MFP	\$125	\$60	\$15	\$200
Ricoh SP 4110N-KP	B&W HotSpot	\$100	\$40	\$10	\$150

Rebates are based on the condition that an eligible Ricoh Printer/MFP is purchased and a qualified printer/MFP is traded-in.

All Eligible Ricoh Purchase Printers/MFPs are listed in the chart above. Promotion timeframe: 4/1/12 – 9/30/12; invoice must be dated between 4/1/12-9/30/12. "Cash back" is paid via Cash Rebate check from Market Velocity. Maximum trade-in quantity is 10 units/account. Trade: Purchase ratio is 1:1. On-line claim must be filed within 30 days of invoice date. Refresh 2012 is an end-user promotion; all claims must be submitted directly by the end-user. Refer to www.ricoh.tradeups.com for full promotion Ts/Cs and rules. Ricoh® and Ricoh logo are registered trademarks of Ricoh Company Ltd.

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