

# ISV Printer Migration Promotion

## RESELLERS - EMEA



Trade-up old Zebra or 3rd party thermal printers for the latest select Zebra thermal printers.

The Promotion enables a significant discount to Eligible Resellers via Zebra Authorised Distributors on eligible, select Zebra thermal printer (**"Thermal Printer(s)"**) purchases when confirming end user migration to a new printer software solution (**"Promotion Recommended Discount"**).

### Reseller Promotion Bulletin

<b>To:</b>	Reseller members of Zebra's PartnerConnect Channel Program located in the European Economic Area, the United Kingdom and Switzerland, entitled to purchase thermal printer products.
<b>From:</b>	EMEA Channel Operations
<b>Announcement date:</b>	15 September 2025

## Overview

### ISV Printer Migration Promotion

<b>Details</b>	<p>This Promotion, offered by Zebra for the customers of participating Independent Software Vendors (ISVs), encourages end-users to upgrade to the latest Zebra Thermal Printers when adopting a new printer software solution from a Zebra ISV.</p> <p>Qualifying Eligible Resellers will be able to generate vouchers through the Demo &amp; Promotion Vouchers Tool. Each voucher will require a printer software order number from the participating ISV (which serves as confirmation of the end user's software purchase) and will be subject to Zebra's validation.</p> <p>Zebra recommends that the Authorised Distributor sells eligible Thermal Printer or listed in in the Promotion (<b>"Promotion Products"</b>) to qualifying Eligible Resellers with the additional upfront discount or discount % off Zebra list price (as the case may be). These recommended discounts / discount % are additional to any programmatic discounts off Zebra list price recommended as a pass through to Eligible Resellers depending on their PartnerConnect programme track and tier level (<b>"Promotion Recommended Discount(s)"</b>).</p> <p>The participating Eligible Reseller(s) acknowledge that Zebra is not permitted to do other than recommend that any Programme Recommended Discount is provided, and in particular, Zebra will not in any way limit an Authorised Distributor's ability to offer a greater discount or otherwise prohibit Authorised Distributors from selling to Eligible Reseller(s) at a lower price.</p>
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<b>Details continued</b>	The participating Eligible Reseller(s) also acknowledge that Zebra's obligations in relation to pricing assurances are governed by and subject to all relevant antitrust or competition legislation that may govern in any particular country and with which Zebra is required to comply. Zebra shall not be deemed to have committed a breach of this Programme if it is unable to give such pricing assurances as a result of legislative restrictions.
<b>Promotion period</b>	01 October 2025– 28 February 2026
<b>Promotion countries</b>	European Economic Area, the United Kingdom and Switzerland
<b>Eligibility criteria</b>	<p>The ISV Printer Migration Promotion ("<b>Promotion</b>") is available to members of the Zebra™ PartnerConnect programme located in the European Economic Area, the United Kingdom and Switzerland entitled to purchase Zebra printer products and services ("<b>Eligible Reseller(s)</b>").</p> <p>The Eligible Resellers are members of the Zebra™ PartnerConnect programme located in the Eligible Promotion Countries and in the Prime Territory of their chosen Authorised Distributor and entitled to purchase Zebra enterprise printer products and services.</p>
<b>Combination with other promotions</b>	<p>The Promotion(s) cannot be combined with other discounts, Zebra promotions or any price concessions.</p> <p><b>Note:</b> If the End User only wishes to change their Printer Hardware, they can utilise the Zebra Trade UP program which is a separate individual promotion. This Promotion is available when they wish to update their Printer Hardware and Printer Software.</p>
<b>Product sourcing</b>	Products must be purchased from an Authorised Distributor.
<b>Participation process (vouchers)</b>	<p>To take advantage of this Promotion, Participants must create a separate voucher for each end-user migrating to a new printer. The voucher must include the order confirmation number for the new printer software solution.</p> <p>Approved vouchers created for this Promotion are allocated an 8-digit numerical code beginning with an 4 (e.g., 4xxxxxxx).</p> <p>The validity period of a voucher created within the Promotion is 180 days. If the voucher is not fulfilled by the eligible Distributor within this timeframe - it will expire, and the Eligible Reseller must create a new voucher.</p>
<b>Minimum order quantities</b>	No minimum quantity is required.



## Sales tools: Prepare for sales success

**Desktop Printers:** [ZD400](#), [ZD421](#), [ZD411](#), [ZD621](#), [ZD620](#), [ZD611](#)

**Industrial Printers:** [220Xi4](#), [ZT111](#), [ZT231](#), [ZT400](#), [ZT411](#), [ZT421](#), [ZT510](#), [ZT600](#), [ZT620](#), [ZT610](#), [ZT510](#)

**Mobile Printers:** [ZQ200](#), [ZQ300](#), [ZQ500](#), [ZQ600](#), [ZQ220 Plus](#), [ZQ210](#), [ZQ320 Plus](#), [ZQ511](#), [ZQ521](#), [ZQ630 Plus](#), [ZQ610 Plus](#), [ZQ310 Plus](#), [ZQ620 Plus](#)

**Card Printers:** [ZC100](#), [ZC300](#), [ZC350](#)

**RFID Printers:** [ZD500R](#), [ZD621R](#), [ZT231R](#), [ZT421R](#), [ZD611R](#), [ZQ511R](#), [ZT411R](#), [ZT610R](#), [ZT620R](#)

**Other Resources:** [Customer Flyer](#) | [Email/Social Media Assets](#) | [End of Service Guide](#)

## Reseller engagement responsibilities

### Distributor responsibilities

- Distributors are responsible for supporting qualifying Eligible Reseller transactions by facilitating the supply chain and ensuring fulfilment once a voucher has been authorized by Zebra.
- Additionally, distributors must manage stock levels and ensure alignment with hardware availability to effectively support the Promotion's execution.
- Like the standard Zebra Trade Up program, distributors will also be able to raise voucher requests via the Demo Tool Form, which must include the Order Confirmation Number from a valid ISV Printer Software order. This Order Confirmation Number can be obtained from a Printer Software ISV when an End User is purchasing new printer software.

### Reseller responsibilities

- Resellers must collaborate with participating Zebra ISVs to identify and support software-to-printer transition opportunities among end users.
- To initiate the promotional process, resellers are required to complete and submit the Demo Tool Form, which must include the software confirmation number provided by the ISV.
- Upon submission, resellers must ensure a valid ISV Printer Software Order Confirmation Number is included in the voucher request to validate use of this Promotion. This Order Confirmation Number can be obtained from a Printer Software ISV when an end user is purchasing new printer software.

### ISV responsibilities

- ISVs wishing to participate in this Promotion may do so by recommending Zebra Promotion Products and supporting the creation of the trade up vouchers. Following the sale to end user customers of an ISV's new printer software solution, which is compatible with Zebra Products, participating ISVs should share the Order Confirmation Number with Eligible Resellers / Authorised Distributors. Eligible Resellers can then use this number to request a trade up voucher, with a recommended discount, to be used when the end user trades up their

equipment with Promotion Products. This number is required as part of the form submission process and should be shared with the reseller/distributor who is raising the trade up voucher.

- As ISVs do not transact directly with Zebra, they will need to collaborate with their preferred Eligible Resellers to benefit from this Promotion.

## Further details

- Eligible Resellers must create a voucher in the [Demo & Promotion Vouchers Tool](#) which will require selection of the Zebra products and fulfilling Authorised Distributor.
- **Qualifying Trade Up Thermal Printers:** Thermal transfer and direct thermal printers of any brand, as are eligible for the Promotion subject to each Thermal Printer traded in being related to the type of new Zebra thermal printer being purchased.

For example: A customer purchasing a new desktop thermal printer must trade up an existing desktop thermal printer.

- The current list of Thermal Printers supported and associated with the Promotion Recommended Discounts for the Promotion can be found in the Promotion catalogue, accessible in the Demo & Promotion Vouchers Tool in the Partner Opportunity Management section of the Partner Gateway.
- To be eligible to receive the Promotion Recommended Discount on new Thermal Printers, Eligible Resellers must confirm that old thermal printers have been/will be disposed of.
- For Thermal Printers, Eligible Reseller(s) must capture brand, model, unique serial number as well as end user details regarding each Thermal Printer being Traded Up and must confirm the origin of such Traded Up thermal printers. Serial numbers can only be used once.
- The number of disposed thermal printers must match the number and type of the new Thermal Printers added to the voucher.
- Before a final voucher can be issued, the Demo & Promotion Vouchers Tool will generate a voucher request which is subject for approval. Once the request is reviewed and approved by Zebra, the Eligible Reseller will receive an automated email with the final voucher number. If the request is rejected, the Eligible Reseller will receive a notification via email with the reason for the rejection.
- The Eligible Reseller will then present the voucher to the Authorised Distributor of their choice (as specified during voucher creation) along with a purchase order to fulfil the Promotion Recommended Discount. Vouchers are valid for 180 days upon approval for fulfilment. After 180 days it will expire and cannot be used.
- The Promotion Recommended Discount is an upfront discount which may be made available by the Authorised Distributor at its sole discretion. Pricing agreements will be solely between the Eligible Reseller and any Authorised Distributor.

## Promotion Zebra thermal printers

Log in to the Demo & Promotion Vouchers Tool and enter ISV Printer Migration Promotion section to find eligible Thermal Printer products ("**Promotion Products**") and see the associated Promotion Recommended Discounts. A list of current eligible Zebra Thermal Printers can be found in Appendix A of this bulletin, which may change at any time at Zebra's sole and absolute discretion.

Further information for Eligible Resellers is posted on [Partner Gateway](#).

To ensure the Eligible Reseller is familiar with the voucher process, a training document is available on [Partner Gateway](#).

## For more information

Eligible Resellers should contact their Channel Account Manager or distributor for any questions. All pricing-related inquiries should be directed to distributors.

## Additional promotion terms

1. The Promotion will commence on the Start Date and automatically end on the End Date, both as indicated above ("Promotion Period").
2. The Eligible Reseller must purchase the Promotion Product(s) within the Promotion Period to be eligible for the Promotion Recommended Discount.
3. This Promotion cannot be combined with other discounts, Zebra programs or any price concessions.
4. Claims for this Promotion may be submitted by Eligible Resellers only.
5. To claim the Promotion Recommended Discount the Eligible Reseller must visit the EMEA Demo and Promotion Vouchers Tool in Partner Opportunity Management. Once in the tool, Eligible Reseller must follow the process to create a Voucher and select the Authorised Distributor from whom it wishes to purchase the Promotion Product(s).
6. Zebra is not responsible or liable for any technical, hardware, software, server, website, or other failures that prevent the Eligible Reseller from submitting a Promotion claim via the EMEA Demo and Promotion Vouchers Tool.
7. The Authorised Distributor will accept or reject the voucher submitted by the Eligible Reseller. Acceptance of the voucher shall be at the Authorized Distributor's sole discretion.
8. Vouchers created under this Promotion shall remain valid for thirty (30) days from creation. If a voucher is not accepted by within the 30-day period by the Distributor, the voucher will time out and the Eligible Reseller will need to create another voucher.
9. The benefit Zebra recommends Authorised Distributors pass through to Eligible Resellers in accordance with the terms of the Trade Up Promotion is intended for the ultimate benefit of end user customers located in the Promotion Countries, Trading Up Promotion Products and may not be used to support any other transactions.
10. The Eligible Reseller(s) participating in the Trade Up Promotion are responsible to ensure that the terms of the Trade Up Promotion are adhered to fully.
11. **Audits:** Zebra is entitled to carry out at any time an audit of the Eligible Reseller participating in the Trade Up Promotion, in order to confirm that such Eligible Reseller(s), its supplier and / or any of its directly or indirect customers involved in the specific sale chain is / are complying with their respective obligations hereunder. Under such audit Zebra may request, among other information, redacted (without price information) information verifying the volume and / or type of Promotion Products purchased by an Eligible Reseller, proof of shipment and / or other supporting documentation to an end user customer, and the disposal of old equipment. Audits may be carried out by Zebra or an independent audit team. Zebra will provide the Eligible Reseller with at least three (3) days' notice of an audit. The Eligible Reseller must fully cooperate with the audit teams. Lack of cooperation with such audit request will be deemed, in Zebra's sole and absolute discretion, a Trade Up Promotion Violation (as defined below).
12. **Trade Up Promotion Violations:** Any non-adherence or (in Zebra's sole and absolute discretion) reasonable suspicion of non-adherence to the Trade Up Promotion rules, the applicable PartnerConnect reseller agreement terms, the PartnerConnect Program rules, or applicable laws will be considered a Trade Up Promotion Violation. Zebra may determine, in its sole and absolute discretion that a Trade Up Promotion Violation has occurred as a result of, but not limited to, the following instances:
  - a) Where the Eligible Reseller, or any of its suppliers, direct or indirect customers, are not complying or (in Zebra's sole and absolute discretion) are reasonably suspected of not complying with the Trade Up Promotion rules (including Zebra's request for cooperation with an audit, or where Promotion Product purchases exceeded the permitted volumes under the Trade Up Promotion, or where old enterprise tablets are (suspected) not disposed of), the applicable PartnerConnect agreement terms, the PartnerConnect Program rules, or applicable law, Zebra will deem the Trade Up Promotion to have been violated.
  - b) Where the Eligible Reseller provided incorrect or incomplete information or information which (in Zebra's sole and absolute discretion) is suspected as incorrect or incomplete information as part of their participation in the Trade Up Promotion, Zebra will deem the Trade Up Promotion to have been violated. Should the Eligible Reseller be of the opinion that no Trade Up Promotion Violation has occurred, the Eligible Reseller is invited to prove to Zebra that there was no wrongdoing by any and all reselling companies included in the specific sales chain. Notwithstanding the above, Zebra's decision regarding the occurrence of a Trade Up Promotion Violation shall be final.



13. **Enforcement rules:** In case of a Trade Up Promotion Violation (whereby Zebra shall determine in its sole and absolute discretion whether such has occurred per above), and without limiting any of its additional rights, Zebra may exercise any or more than one of the following measures in any particular order (the list is just indicative):
- a) Terminate the Eligible Reseller's participation in the Trade Up Promotion;
  - b) Send a warning letter to the Eligible Reseller, its suppliers, and / or any of its customers (if members of PartnerConnect);
  - c) Prevent the Eligible Reseller's, its supplier's or any of its direct / indirect customers' (who are members of PartnerConnect) participation in the Trade Up Promotion or any other Zebra special pricing programs (including deal registrations and price concessions) for a period of 30 – 90 days;
  - d) Place the Eligible Reseller, its supplier(s) or any of its direct / indirect customers (who are members of PartnerConnect) in a NOT IN GOOD STANDING status for a minimum period of 90 days. When a member of PartnerConnect is placed in a NOT IN GOOD STANDING status, Zebra may reassign them to a lower level within PartnerConnect (where applicable) and/or withhold additional PartnerConnect benefits, such as promotion to the next level within PartnerConnect and/or rebates and promotional prices that they would otherwise be eligible for during such period;
  - e) Terminate the PartnerConnect membership of the Eligible Reseller, its supplier(s) or any of its direct / indirect customers (who are members of PartnerConnect).
14. The Trade Up Promotion is subject to the confidentiality clauses contained in the relevant Zebra PartnerConnect agreement terms applicable to the Eligible Reseller. Eligible Resellers must (and agree to ensure their direct and indirect customers also) keep all information provided as part of this process confidential and only share it (both internally and externally) on a need-to-know basis.
15. Zebra reserves the right to modify, withdraw or cancel the Trade Up Promotion (in whole or in part) at any time and/or in any geography for any or no reason without prior notice.
16. The Promotion is subject to the laws of England and Wales and the Eligible Reseller agrees to be bound by the exclusive jurisdiction of the courts of England and Wales.
17. By creating and / or submitting a voucher, the Eligible Reseller (s) is deemed to participate in the Promotion and to have accepted and agreed to comply with its terms as set out herein. The terms and conditions of the PartnerConnect agreement applicable to the Eligible Reseller(s) are not affected by the terms of the Promotion, are supplemental to the same, and shall remain in full force and effect.
18. By entering into the Promotion, the Eligible Reseller acknowledges that Zebra and its contractors, agents and representatives, will be required to collect and use certain information (including personal data as permitted by applicable laws) for the purposes of administering the Promotion. Zebra agrees to comply with all applicable requirements as included in the applicable PartnerConnect agreement terms and Zebra's Privacy Statement available here. If the Eligible Reseller's personnel wish to opt out of receiving communications relating to the Promotion at any time, Eligible Reseller acknowledges that they can contact Zebra as specified in the Zebra Privacy Statement.

## APPENDIX A

### Promotion products

#### Current list of eligible Zebra Thermal Printers Product Families & Zebra Recommended Discount for this Promotion for Eligible Resellers when purchasing via Zebra Authorised Distributors

\*Subject to change in Zebra's sole and absolute discretion at any time\*

Product Line	Product Family	Reseller Recommended Discount
Card	ZC300	65%
Card	ZC100	65%
Card	ZC350	65%
Desktop	ZD421	61.50%
Desktop	ZD411	61.50%
Desktop	ZD621	61.50%
Desktop	ZD611	61.50%
Mobile	ZQ220 Plus	56%
Mobile	ZQ210	56%
Mobile	ZQ320 Plus	56%
Mobile	ZQ511	56%
Mobile	ZQ521	56%
Mobile	ZQ630 Plus	56%
Mobile	ZQ610 Plus	56%
Mobile	ZQ310 Plus	56%
Mobile	ZQ620 Plus	56%
RFID	ZD621R	58%
RFID	ZT231R	58%
RFID	ZT421R	58%
RFID	ZD611R	58%
RFID	ZQ511R	58%
RFID	ZQ521R	58%
RFID	ZT411R	58%
RFID	ZT610R	58%
RFID	ZT620R	58%

Product Line	Product Family	Reseller Recommended Discount
Tabletop	220Xi4	54%
Tabletop	ZT411	54%
Tabletop	ZT620	54%
Tabletop	ZT610	54%
Tabletop	ZT111	54%
Tabletop	ZT231	54%
Tabletop	ZT421	54%
Tabletop	ZT510	54%

## Promotion countries

(a) Austria	(i) France	(q) Luxembourg	(z) Sweden
(b) Belgium	(j) Germany	(r) Malta	(aa) Iceland
(c) Bulgaria	(k) Greece	(s) The Netherlands	(bb) Liechtenstein
(d) Croatia	(l) Hungary	(t) Poland	(cc) Norway
(e) Cyprus	(m) Ireland	(u) Portugal	(dd) United Kingdom
(f) Czech Republic	(n) Italy	(v) Romania	(ee) Switzerland
(g) Denmark	(o) Latvia	(w) Slovakia	
(h) Estonia	(p) Lithuania	(x) Slovenia	
		(y) Spain	

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