



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 ENDS APRIL 30, 2012

PROGRAM OVERVIEW

The new Spring 2012 Trade-In and Save program provides trade in savings for almost three times the number printers that qualified in 2011, but you will have to act fast—this offer is only available for a limited time! Take advantage of these savings on a huge variety of new HP Printers that are designed to deliver more than consistent, reliable printing—they can also help boost productivity and cut costs. Find the perfect printer for your home or office and trade in for a new HP 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 a new HP Printer.



STEP 2

Register your trade-in claim online



STEP 3

Pack your old product for *free*⁴ shipping



STEP 4

Claim your savings!



Qualifying products

The information below reflects program changes, including updated cash-back amounts, effective February 1 – April 30, 2012.⁸

	PRODUCT	SKU#	MSRP	NEW TRADE-IN AND SAVE REBATE AMOUNT ¹	NON-HP TRADE-IN PRODUCT BONUS CASH BACK ⁵	CARE PACK SERVICE ⁶	SKU#	CARE PACK REBATE ⁷
HP LASERJET PRINTERS (BLACK)	HP LaserJet P2035n	CE462A	\$299	\$50	\$25	3 Yr ND Exchange 3 Yr ND On-Site	UK929E UK932E	\$5 \$10
	HP LaserJet P2055d	CE457A	\$349	\$50	\$25	3 Yr ND Exchange 3 Yr ND On-Site	UK929E UK932E	\$5 \$10
	HP LaserJet P2055dn	CE459A	\$399	\$50	\$25	3 Yr ND Exchange 3 Yr ND On-Site	UK929E UK932E	\$5 \$10
	HP LaserJet 3015n	CE527A	\$599	\$50	\$25	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UP872E UP874E UP876E	\$25 \$35 \$45
	HP LaserJet 3015dn	CE528A	\$749	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UP872E UP874E UP876E	\$25 \$35 \$45
	HP LaserJet 3015x	CE529A	\$849	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UP872E UP874E UP876E	\$25 \$35 \$45
	HP LaserJet Enterprise 600 M601n	CE989A	\$699	\$50	\$25	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ466E HZ464E HZ465E	\$20 \$30 \$40
	HP LaserJet Enterprise 600 M601dn	CE990A	\$899	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ466E HZ464E HZ465E	\$20 \$30 \$40
	HP LaserJet Enterprise 600 M602n	CE991A	\$899	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ490E HZ488E HZ489E	\$30 \$45 \$60
	HP LaserJet Enterprise 600 M602dn	CE992A	\$1,099	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ490E HZ488E HZ489E	\$30 \$45 \$60
	HP LaserJet Enterprise 600 M602x	CE993A	\$1,349	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ490E HZ488E HZ489E	\$30 \$45 \$60
	HP LaserJet Enterprise 600 M603n	CE994A	\$1,399	\$100	\$75	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HY749E HZ617E HZ618E	\$45 \$65 \$85
	HP LaserJet Enterprise 600 M603dn	CE995A	\$1,649	\$150	\$75	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HY749E HZ617E HZ618E	\$45 \$65 \$85
	HP LaserJet Enterprise 600 M603xh	CE996A	\$2,299	\$150	\$75	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HY749E HZ617E HZ618E	\$45 \$65 \$85
	HP LaserJet 5200dtn	Q7546A	\$2,539	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	U3469E U6407E U6408E	\$50 \$75 \$100
HP COLOR LASERJET PRINTERS	HP LaserJet Pro CP1525nw	CE875A	\$299	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ224E	\$10
	HP Color LaserJet CP2025n	CB494A	\$449	\$50	\$25	3 Yr ND Exchange	UL385E	\$10
	HP Color LaserJet CP2025dn	CB495A	\$499	\$50	\$25	3 Yr ND Exchange	UL385E	\$10
	HP Color LaserJet CP2025x	CB496A	\$599	\$50	\$25	3 Yr ND Exchange	UL385E	\$10
	HP LaserJet Pro 400 color printer M451nw	CE956A	\$449	\$50	\$25	3 Yr NBD Exchange	U1H88E	\$10
	HP LaserJet Pro 400 color printer M451dn	CE957A	\$499	\$50	\$25	3 Yr NBD Exchange	U1H88E	\$10
	HP LaserJet Pro 400 color printer M451dw	CE958A	\$549	\$50	\$25	3 Yr NBD Exchange	U1H88E	\$10
	HP LaserJet Enterprise 500 color M551n	CF081A	\$699	\$50	\$25	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ626E HZ629E HZ630E	\$25 \$35 \$45
	HP LaserJet Enterprise 500 color M551dn	CF082A	\$899	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ626E HZ629E HZ630E	\$25 \$35 \$45
	HP LaserJet Enterprise 500 color M551xh	CF083A	\$1,399	\$100	\$50	3 Yr ND On-Site + DMR 4 Yr ND On-Site + DMR 5 Yr ND On-Site + DMR	HZ626E HZ629E HZ630E	\$25 \$35 \$45

HP COLOR LASERJET PRINTERS	PRODUCT	SKU#	MSRP	NEW TRADE-IN AND SAVE REBATE AMOUNT ¹	NON-HP TRADE-IN PRODUCT BONUS CASH BACK ⁵	CARE PACK SERVICE ⁶	SKU#	CARE PACK REBATE ⁷	
	HP Color LaserJet CP4025n	CC489A	\$999	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UG825E UG826E UG827E	\$40 \$55 \$70	
	HP Color LaserJet CP4025dn	CC490A	\$1,299	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UG825E UG826E UG827E	\$40 \$55 \$70	
	HP Color LaserJet CP4525n	CC493A	\$1,349	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	US186E US188E US189E	\$60 \$90 \$115	
	HP Color LaserJet CP4525dn	CC494A	\$1,599	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	US186E US188E US189E	\$60 \$90 \$115	
	HP Color LaserJet CP4525x	CC495A	\$2,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	US186E US188E US189E	\$60 \$90 \$115	
	HP Color LaserJet CP5225	CE710A	\$1,399	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UT431E UT430E UQ502E	\$50 \$75 \$100	
	HP Color LaserJet CP5225n	CE711A	\$1,499	\$100	\$50	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UT431E UT430E UQ502E	\$50 \$75 \$100	
	HP Color LaserJet CP5225dn	CE712A	\$1,699	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UT431E UT430E UQ502E	\$50 \$75 \$100	
	HP Color LaserJet CP5525n	CE707A	\$2,399	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UX964E UV280E UV279E	\$150 \$200 \$250	
	HP Color LaserJet CP5525dn	CE708A	\$2,599	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UX964E UV280E UV279E	\$150 \$200 \$250	
	HP Color LaserJet CP5525xh	CE709A	\$4,299	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UX964E UV280E UV279E	\$150 \$200 \$250	
	HP Color LaserJet CP6015n	Q3931A	\$3,699	\$150	\$75	3 Yr ND On-Site	UJ177E	\$150	
	HP Color LaserJet CP6015dn	Q3932A	\$4,199	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site	UJ177E UJ178E	\$150 \$200	
	HP Color LaserJet CP6015x	Q3933A	\$4,799	\$150	\$75	3 Yr ND On-Site 5 Yr ND On-Site	UJ177E UJ179E	\$150 \$250	
	HP Color LaserJet CP6015xh	Q3934A	\$5,999	\$150	\$75	3 Yr ND On-Site	UJ177E	\$150	
	HP Color LaserJet CP6015de	Q3935A	\$4,199	\$150	\$75	3 Yr ND On-Site	UJ177E	\$150	
	HP LASERJET MULTIFUNCTION PRINTERS (BLACK)	HP LaserJet Pro M1536dnf	CE538A	\$299	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ224E	\$10
		HP LaserJet M2727nf MFP	CB532A	\$599	\$50	\$25	3 Yr ND Exchange 3 Yr ND On-Site	H5471E H5478E	\$15 \$20
		HP LaserJet M3035 MFP	CC476A	\$1,599	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UE685E UE686E UE687E	\$65 \$95 \$125
HP LaserJet M3035xs MFP		CC477A	\$1,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UE685E UE686E UE687E	\$65 \$95 \$125	
HP LaserJet M4555 MFP		CE738A	\$2,799	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	HN909E HP562E HP557E	\$100 \$125 \$150	
HP LaserJet M4555f MFP		CE503A	\$3,499	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	HN909E HP562E HP557E	\$100 \$125 \$150	
HP LaserJet M4555fsm MFP		CE504A	\$4,499	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	HN909E HP562E HP557E	\$100 \$125 \$150	
HP LaserJet M5035x MFP		Q7830A	\$4,899	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UE670E UE671E UE672E	\$100 \$125 \$150	

HP LASERJET MULTIFUNCTION PRINTERS (BLACK)	PRODUCT	SKU#	MSRP	NEW TRADE-IN AND SAVE REBATE AMOUNT ¹	NON-HP TRADE-IN PRODUCT BONUS CASH BACK ⁵	CARE PACK SERVICE ⁶	SKU#	CARE PACK REBATE ⁷
	HP LaserJet M5035xs MFP	Q7831A	\$5,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UE670E UE671E UE672E	\$100 \$125 \$150
	HP LaserJet M9040 MFP	CC394A	\$9,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	H7700E UJ528E UJ568E	\$100 \$125 \$150
	HP LaserJet M9050 MFP	CC395A	\$12,499	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	H7700E UJ528E UJ568E	\$100 \$125 \$150
HP COLOR LASERJET MULTIFUNCTION PRINTERS	HP LaserJet Pro 100 Color MFP M175nw	CE866A	\$349	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ224E	\$10
	HP TopShot LaserJet Pro M275	CF040A	\$399	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ224E	\$10
	HP LaserJet Pro CM1415fnw Color MFP	CE862A	\$449	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ224E	\$10
	HP Color LaserJet CM2320nf MFP	CC436A	\$699	\$50	\$25	3 Yr ND On-Site	UJ574E	\$20
	HP Color LaserJet CM2320fxi MFP	CC435A	\$899	\$100	\$50	3 Yr ND On-Site	UJ574E	\$20
	HP LaserJet Pro 300 color MFP M375nw	CE903A	\$599	\$50	\$25	3 Yr NBD Exchange	U1H76E	\$15
	HP LaserJet Pro 400 color MFP M475dn	CE863A	\$699	\$50	\$25	3 Yr NBD Exchange	U1H64E	\$20
	HP LaserJet Pro 400 color MFP M475dw	CE864A	\$749	\$100	\$50	3 Yr NBD Exchange	U1H64E	\$20
	HP Color LaserJet CM3530 MFP	CC519A	\$2,499	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UK937E UL356E UL357E	\$100 \$125 \$150
	HP Color LaserJet CM3530fs MFP	CC520A	\$2,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UK937E UL356E UL357E	\$100 \$125 \$150
	HP Color LaserJet CM4540 MFP	CC419A	\$3,799	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UV259E UV264E UV265E	\$100 \$125 \$150
	HP Color LaserJet CM4540f MFP	CC420A	\$4,499	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UV259E UV264E UV265E	\$100 \$125 \$150
	HP Color LaserJet CM4540fsm MFP	CC421A	\$5,549	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UV259E UV264E UV265E	\$100 \$125 \$150
	HP Color LaserJet CM6040f MFP	Q3939A	\$8,999	\$150	\$75	3 Yr ND On-Site 4 Yr ND On-Site 5 Yr ND On-Site	UJ165E UJ166E UJ167E	\$100 \$125 \$150
HP OFFICEJET PRO e-ALL-IN-ONE	HP Officejet Pro 8600 Plus e-All-in-One	CM750A	\$299	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ209E	\$5
	HP Officejet Pro 8600 Premium e-All-in-One	CN577A	\$399	\$50	\$25	3 year Next Business Day Exchange with Enhanced Technical Phone Support	UQ212E	\$10

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.

⁵ Additional cash back when trading in a non-HP printer.

⁶ Geographic area may affect services; some restrictions apply. For details, visit www.hp.com/go/carepack

⁷ For complete HP Care Pack multi-year pricing, please visit www.hp.com/go/tradeandsave1 and click on Terms & Conditions.

⁸ 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.

