



Zebra Trade UP Program

RESELLERS - EMEA

Trade-up your old Zebra or third-party thermal printers and scanners for the latest select Zebra thermal printers, scanners, and kiosks.

The Promotion enables a significant discount to Eligible Resellers via select Zebra Authorised Distributors (“Authorised Distributors”) on eligible, select Zebra thermal printer, scanner, and kiosk (“Thermal Printer(s)”, “Scanners”, “Kiosks”) purchases when confirming that old thermal printers, scanners or kiosks have been, or will be, disposed of (“Promotion Recommended Discount”).

Reseller Promotion Bulletin

To:	Reseller members of the Zebra™ PartnerConnect program located in the European Economic Area, the United Kingdom, and Switzerland, entitled to purchase Thermal Printer, Scanner, and Kiosk products.
From:	EMEA Channel Marketing
Announcement date:	19 January 2026

Overview

Trade Up Program

Details

A recommended special pricing for Eligible Resellers purchasing select Zebra Advanced Data Capture, Thermal Printer, and Kiosk products from Zebra Authorised Distributors.

Participation in this Promotion is dependent on the confirmation of the disposal of outdated thermal printers, scanners, or kiosks in use by end users located in the Eligible Countries. This comprises Zebra Thermal Printers, Scanners, or Kiosks as well as competitor thermal printers, scanners, or kiosks.

Zebra recommends that the Authorised Distributor sells any eligible Thermal Printers, Scanners, or Kiosks listed in the Promotion (“Eligible Products”) to 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 (“Promotion Recommended Discount(s)").

Details continued	<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 to otherwise prohibit Authorised Distributors to sell to Eligible Reseller(s) at a lower price.</p> <p>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.</p>
Promotion period	2 February – 31 December 2026
Promotion countries	This Promotion is available for sales to Eligible Resellers located in the European Economic Area, the United Kingdom, and Switzerland.
Eligibility criteria	The Trade UP Program ("Promotion") is available to members of the Zebra™ PartnerConnect programme located in the European Economic Area, the United Kingdom, and Switzerland entitled to purchase Zebra Thermal Printers, Scanners, or Kiosks and services ("Eligible Reseller(s)").
Combination with other promotions	The Trade UP Promotion(s) <i>cannot</i> be combined with other discounts, Zebra promotions or any price concessions.
Participation process (vouchers)	<p>To take advantage of this Promotion, Participants must create a voucher. 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>
Minimum order quantities	No minimum quantity is required.
Maximum order quantities	For Scanner products: A maximum quantity of 10 units will be allowed per voucher.

Eligible Zebra thermal printers, scanners, and kiosks

- Log in to the Demo & Promotion Vouchers Tool and enter Trade UP Program section to find eligible Thermal Printer, Scanner, and Kiosk products ("Promotion Products") and see the associated Promotion Recommended Discounts.
- A list of current eligible Zebra Thermal Printers, Scanners, and Kiosks 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](#).

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, Scanners, and Kiosks:** Thermal transfer and direct thermal printers of any brand, as well as Scanners are eligible for the Trade UP Promotion subject to each Thermal Printer or Scanner traded in being related to the type of new Zebra product being purchased.
 - Note: Devices fulfilling a similar functional role to a Kiosk—such as desktop PCs, monitors, or other interactive equipment used in self-service or customer-facing environments—may be accepted as eligible Trade UP products in Zebra's sole and absolute discretion, even when not replacing a like-for-like product.

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

- The current list of Thermal Printers, Scanners, and Kiosks supported and associated with the Promotion Recommended Discounts for the Trade UP Promotion can be found in the Trade UP Promotion catalogue, accessible in the Demo & Promotion Vouchers Tool in the Partner Opportunity Management section of the Partner Administration Tool.
- To be eligible to receive the Promotion Recommended Discount on new Thermal Printers, Scanners, and Kiosks, Eligible Resellers must confirm that old products 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 pp thermal printers. Serial numbers can only be used once.
- The number of disposed thermal printers, scanners, or Kiosks must match the number and type of the new Thermal Printers, scanners or Kiosks added to the voucher.
- Before a final voucher can be issued, the Demo & Promotion Vouchers Tool will generate a voucher request that is subject to 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, vouchers expire and cannot be used.
- The Promotion Recommended Discount is an upfront discount that 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.

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.

Promotional products

Current list of eligible Zebra Thermal Printer, Scanners and Kiosks Product Families for this Promotion for Eligible Resellers when purchasing via Zebra Authorised Distributors. Specific Part Numbers eligible and associated Zebra Recommended Discount can be found in the [Demo & Promotion Vouchers Tool](#) available on [Partner Gateway](#).

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

Product Line	Product Family
Card	ZC100
Card	ZC300
Card	ZC350
Desktop	ZD220
Desktop	ZD411
Desktop	ZD421
Desktop	ZD510
Desktop	ZD611
Desktop	ZD621
General Purpose Handheld	DS220X
General Purpose Handheld	DS227X
General Purpose Hands-free	DS550 Series
General Purpose Hands-free	DS930X
General Purpose Hands-free	DS9908
General Purpose Hands-free	SP720X
Industrial Scan	DS360X
Industrial Scan	DS367X
Kiosk	KC50 Series
Kiosk	KC50 Z-Flex Acc
Mobile	ZQ210
Mobile	ZQ220 Plus
Mobile	ZQ310 Plus
Mobile	ZQ320 Plus
Mobile	ZQ511
Mobile	ZQ521
Mobile	ZQ610 Plus
Mobile	ZQ620 Plus
Mobile	ZQ630 Plus
RFID	ZD611R
RFID	ZD621R
RFID	ZQ511R
RFID	ZQ521R
RFID	ZQ630R Plus
RFID	ZT231R

Product Line	Product Family
RFID	ZT421R
RFID	ZT610R
RFID	ZT620R
Tabletop	ZT111
Tabletop	ZT231
Tabletop	ZT411
Tabletop	ZT411R
Tabletop	ZT421
Tabletop	ZT510
Tabletop	ZT610
Tabletop	ZT620

Current list of eligible countries

Austria	France	Malta	Iceland
Belgium	Germany	The Netherlands	Liechtenstein
Bulgaria	Greece	Poland	Norway
Croatia	Hungary	Portugal	United Kingdom
Cyprus	Ireland	Romania	Switzerland
Czech Republic	Italy	Slovakia	
Denmark	Latvia	Slovenia	
Estonia	Lithuania	Spain	
Finland	Luxembourg	Sweden	

Program additional 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 enterprise tablets. 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.

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