

# Help Me Upgrade!

**RICOH**  
imagine. change.

10/1/2013 – 3/31/2014



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

### 3 simple steps

1. Purchase eligible Ricoh laser printers and MFPs per the chart below.
2. Visit [www.ricoh.tradeups.com](http://www.ricoh.tradeups.com) to trade-in your qualified aging laser printer or MFP.
3. Claim your cash rebates for Help Me Upgrade! via the "Promotions" tab!

### 3 tiers to earn

1. **Trade-In Rebate:** Based on Ricoh, Savin, or Lanier purchase model – **up to \$400 per unit!** You must trade-in an eligible printer or MFP to qualify.
2. **Competitive Bonus Rebate:** If your trade-in product is a competitive model, get **up to \$100/unit!**
3. **Toner Bonus Rebate:** Purchase a complete toner set for your new Ricoh laser printer or MFP (on the same invoice or with the same order number) - get **up to \$75 per unit!**



Eligible Ricoh Purchase Models	Printer MFP	Trade-In Cash Back	Competitive Trade-In Bonus Cash Back	Toner Bonus Cash Back	Max Cash Back
SP C242DN	CLP	\$50	\$25	\$25	\$100
SP C320DN	CLP	\$60	\$25	\$25	\$110
SP C430DN	CLP	\$100	\$50	\$50	\$200
SP C431DN	CLP	\$125	\$50	\$50	\$225
SP C431DN-HS	Color HotSpot	\$200	\$50	\$50	\$300
SP C730DN	CLP	\$150	\$50	\$50	\$250
SP C830DN	CLP	\$300	\$100	\$75	\$475
SP C831DN	CLP	\$400	\$100	\$75	\$575
SP 3500N, SP 3510DN	B&W-P	\$40	\$25	\$10	\$75
SP 4100NL	B&W-P	\$50	\$25	\$10	\$85
SP 4310N	B&W-P	\$65	\$25	\$10	\$100
SP 4110N-KP	B&W HotSpot	\$100	\$40	\$10	\$150
SP 6330N	B&W-P	\$75	\$50	\$15	\$140
SP 5200DN, SP 5210DN	B&W-P	\$100	\$50	\$15	\$165
SP 8300DN	B&W-P	\$125	\$75	\$15	\$215
SP C242SF	Color MFP	\$75	\$25	\$25	\$125
SP 3500SF, SP 3510SF	B&W-MFP	\$50	\$25	\$10	\$85
SP 4410SF	B&W-MFP	\$90	\$50	\$10	\$150
SP 5200S, SP 5210SF, SP 5210SR	B&W-MFP	\$125	\$60	\$15	\$200

All Eligible Ricoh Purchase Printers/MFPs are listed in the chart above. Promotion timeframe is 10/1/13-3/31/14. End-user Invoice must be dated between 10/1/13-3/31/14. "Cash back" is paid via Cash Rebate check from Market Velocity. A qualified trade-in product must be returned in order to be eligible for any level of cash rebate/cash back. Maximum trade-in quantity is 10 units per account. Trade: Purchase ratio is 1:1. Help Me Upgrade! is an end-user promotion; all claims must be submitted directly by the end-user on-line within 30 days of invoice date. CPP Deals cannot be hardware acquisition cost inclusive in order to claim the Trade-in Rebate and/or Competitive Bonus Rebates. CPP Deals are not eligible for Toner Bonus. Refer to [www.ricoh.tradeups.com](http://www.ricoh.tradeups.com) for full promotion terms, conditions, and rules. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company Ltd.