

# Help Me Upgrade!

**RICOH**  
imagine. change.

10/1/2013 – 3/31/2014



**Earn up to \$575 cash back when you  
Trade Up to new Ricoh printers and MFP**

## 3 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 Ways to Earn

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

Eligible Purchase Models	Trade-In Rebate	Competitive Bonus	Toner Bonus	Maximum Total Cash Back
SP 201Nw, SP 204SN, SP 204SFNw, SP 311DNw	\$30	\$25	\$10	\$65
SP 311SFNw, SP 3500N, SP 3510DN	\$40	\$25	\$10	\$75
SP 3500SF, SP 3510SF, SP 4100NL	\$50	\$25	\$10	\$85
SP 4110N-KP	\$100	\$40	\$10	\$150
SP 4310N	\$65	\$25	\$10	\$100
SP 4410SF	\$90	\$50	\$10	\$150
SP 5200DN, SP 5210DN	\$100	\$50	\$15	\$165
SP 5200S, SP 5210SF, SP 5210SR	\$125	\$60	\$15	\$200
SP 6330N	\$75	\$50	\$15	\$140
SP 8300DN	\$125	\$75	\$15	\$215
SP C240SF, SP C242DN	\$50	\$25	\$25	\$100
SP C242SF	\$75	\$25	\$25	\$125
SP C320DN	\$60	\$25	\$25	\$110
SP C430DN	\$100	\$50	\$50	\$200
SP C431DN	\$125	\$50	\$50	\$225
SP C431DN-HS	\$200	\$50	\$50	\$300
SP C830DN	\$300	\$100	\$75	\$475
SP C831DN	\$400	\$100	\$75	\$575

2 new  
models  
added  
01/27/14

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. Updated 1/27/2014.