

GoZebra Trade-In Program

Frequently Asked Questions

North America – July 2021

Below are common questions asked regarding Zebra's Trade-In Program. For additional information visit the website <https://zebratradeinprogram.com/gozebra/> or contact your Channel Account Manager.

Q. Where can I find the most current brochure for my Sales team to learn about the program?

- A. Visit the [GoZebra page](#) on the Partner Gateway and download the "Go Zebra brochure for Partners"
NOTE: The most current brochure to share with Customers can also be found there or at www.zebra.com/gozebra

Q. Will the Trade-In program be discontinued at the end of the year?

- A. NO, Brochures are dated so customers cannot reference an old offer. The program itself does not expire and the date is updated each year as brochures are refreshed. Example – "JANUARY 1 – DECEMBER 31, 2020"

Q. Can a customer trade in a competitor device?

- A. YES, regardless of the equipment's manufacturer
- Mobile Devices & Tablets – the device being traded in must have a screen 2" in + diagonal
 - Printers - Must power up and include a printhead.
 - Barcode Scanners - Must be a laser scanner, linear imager, or area imager.

Q. If a Price Exception Concession is in place, is the Trade-In still an option?

- A. NO, under the official rules of the Zebra GO Zebra Trade-in Program, customers are not able to take advantage of the program when eligible devices are sold via a Price Exception Concession.

Q. Can a customer trade a printer in for a mobile computer?

- A. NO, the trade-in equipment must be in the same product family as the purchased equipment
NOTE: In strategic, large opportunities an exception can be requested from the product BU.

Q. Is there a minimum quantity for a trade-in?

- A. NO, there is not a minimum quantity to qualify for trade-in.
NOTE: The rebate is paid out on a 1:1 basis.
Example – Customer purchases 5 units and wants to return 10, they will only receive a rebate on 5

Q. Are the model numbers listed for trade-in on the brochure the only ones that apply?

- A. NO, these are suggested models as the full listing would not fit on the brochure

Q. Does the rebate expire?

- A. YES, to receive the rebate, customers must register for and ship trade-in units within 90 days of your invoice date for the new devices.





Q. Is the rebate amount based on the value of the equipment being traded in?

A. NO, the rebate is based on the product being purchased, not traded in.

Q. Can Partners handle the trade-in on behalf of the customer?

A. YES, however the Partner must contact their Channel Account Manager and work with the customer to complete and return a GO ZEBRA TRADE-IN PROGRAM REBATE TRANSFER FORM

NOTE: Typically requested to allow the end-user to receive more of an “instant rebate” rather than submitting through Zebra to receive a check, etc.

Q. What if the customer is using a leasing company to obtain equipment? Can they still take advantage of the trade-in and receive a rebate?

A. YES, for leasing we follow “whoever is on the invoice receives the rebate”. This means the leasing company (or Partner) gets the rebate and passes the discount on. Any other deviation to this would require a request for an exception.

Q. Are TAA compliant devices included?

A. YES, as long as they are included in the current program.

Q. Is there a French Canadian translated GoZebra site?

A. YES, <https://zebratradeinprogram.com/gozebraquebecfr/>

NOTE: There is also a brochure that is translated as well.

Q. What do I do if my customer says they received an incorrect rebate?

A. Send an email to zebra@zebratradeinprogram.com with all of the details and be sure to copy your Zebra Account Manager.

Q. How can I promote the GoZebra trade-in program to my customers?

A. In addition to the brochures that are available on the website you can work with your Zebra Marketing Rep to discuss co-branding assets and building campaigns.

NOTE: Feel free to utilize these videos to socialize & promote the program:

- <https://youtu.be/nlMD4NjA8uA>
- <https://youtu.be/UfsAmQp4shw>

Easy for you.

Make the sale and provide the customer with the invoice. That's it. There are no promotion codes needed.

Easy for your customer.

Your customer completes a short online form and packs the trade-in units. We'll take care of the rest.

Rebates will be issued for each trade-in battery or charger, one-for-one, based on the number of batteries purchased as a separate line item on the reseller invoice.

Please note:

Under the official rules of the Go Zebra Trade-in Program, customers are not able to take advantage of the program when eligible devices are sold via a Price Concession. Please be sure to notify your customers when their purchase involves a Price Concession, rendering such transaction ineligible for this program.