



# LASER PRINTER TRADE-IN PROGRAM

Offer valid until June 30, 2014

datamax·o'neil  
right by our customers.

Trade-in now and  
**RECEIVE**  
up to  
**€400**  
per printer!

Isn't it time your old laser printer made you money instead of costing you money? Replace it with a brand new Performance Series, Workstation or H-Class printer.

### PCL Thermal Printers vs. Laser Printers

The Performance and Workstation Series printers use the same print language as your HP compatible laser printers. Now it's easy to replace your laser printers with thermal printers for all your labeling needs – saving you time and money.

### Switching to Thermal Printers offers the following benefits.

- Printing only what you need eliminates waste and saves Money!
- Thermal printing is 4 to 5 times more energy efficient than laser printing!
- Thermal printers have lower maintenance costs!
- Thermal printers have higher label printing duty cycles!
- Thermal printers offer greater stock diversity!
- Adhesive cost on the labels is about 25% less!
- Also wider range of adhesives can be used!



Model List	Trade-in Value Credit	
Workstation W1110	20€	26\$
Performance P1115	50€	65\$
Performance P1125	100€	130\$
Performance P1725	250€	325\$
H-Class H-8308P	400€	525\$

This offer cannot be combined with other standard marketing promotions or with non-standard pricing. Contact your Datamax-O'Neil representative with any questions regarding this information. Datamax-O'Neil has the right to modify or cancel this promotion at any time. Printers not listed as Qualifying may be used for this program if approved by Datamax-O'Neil Marketing by special request.

www.datamax-oneil.com