

Promotions Summary for Resellers

EMEA – November 2024

For complete details on all promotions, please visit [Partner Gateway](#).



Promotion Spotlight

With the [ZT400 Tabletop Promotion](#), resellers can take advantage of a significant discount on select SKUs of the ZT400 Series industrial printers. Available through 30 April 2025.

Product & Services Promotions

Promotion	Countries	Start	End	Participation
Mobile Computers/Tablets				
Customer Acquisition Promotion Back-end rebate for the sales of select Zebra tablets and the MC94x to qualifying end users	All EMEA	8 April 2024	31 Dec. 2024	Submit end user details via a Rebate Registration Form
Scanners				
Zebra Trade UP Scan Significant discount when customers trade up to the latest Zebra scanners	European Economic Area, United Kingdom, Switzerland	05 Feb. 2024	31 Dec. 2024	Create voucher in the Demo and Promotion Vouchers Tool
Italy, Iberia & France Scanner Discount Recommended discount on select Zebra advanced data capture products	Italy, Spain, Portugal, France	29 Jan. 2024	28 Feb. 2025	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
STANS Track & Trace Product Discount Promotion Recommended discount on select DS2208 handheld scanner SKUs	Kazakhstan, Uzbekistan, Kyrgyzstan	11 Jan. 2024	31 Jan. 2025	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
Printers				
DACH Tabletop Promotion Recommended discount on a select ZT411 SKU	Germany, Austria, Switzerland	29 July 2024	26 Oct. 2024	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
Deal Registration Printer Offer Lower minimum deal threshold requirement for eligible printer deals	All EMEA	03 Aug. 2020	31 Dec. 2024	Register a deal



Promotion	Countries	Start	End	Participation
Zebra Trade UP Print Discounts on select printers when customers trade in old thermal printers from any vendor	European Economic Area, the United Kingdom and Switzerland	01 Jan. 2024	31 Dec. 2024	Create voucher in the Demo and Promotion Vouchers Tool
Zebra Printhead Protection Program Free replacement printheads as part of a package deal to reward the use of Zebra Certified Supplies	All EMEA	01 Jan. 2024	31 Dec. 2024	Reseller Enrollment Form
ZeroLiner Protection Program Discount on Zebra platen roller replacements when Zebra Certified ZeroLiner print labels are purchased	All EMEA	30 Sept. 2024	31 Dec. 2024	Enroll the end user via the Demo and Promotion Vouchers Tool
NEW ZT400 Tabletop Promotion Discounts on select SKUs of the ZT400 Series industrial printer	European Economic Area, the United Kingdom and Switzerland	28 Oct. 2024	30 April 2025	See documentation
ZT620 Industrial Printer Promotion Discounts on select SKUs of the ZT620 industrial printer	All EMEA	01 July 2024	31 Dec. 2024	Provide code: ZP2407-000-ZT6EMEA
Supplies				
Barcode Ribbons Promotion Recommended discount on selected barcode ribbons supplies	Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia, Ukraine, Italy, Spain, Portugal, Malta	08 Jan. 2024	31 Dec. 2024	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
Multi-Portfolio Promotions				
Italy Industrial Promotion Recommended discount on select Zebra scanners and tabletop printers	Italy	30 Sept. 2024	31 Dec. 2024	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
Central Eastern Europe Promotion Recommended discount on select Zebra scanners and desktop printer products	Poland, Romania, Latvia, Lithuania and Estonia	01 April 2024	01 April 2025	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
Middle East Product Discount Recommended discount on select Zebra advanced data capture, printer and printer supplies products	Afghanistan, Bahrain, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Palestinian Territory, Qatar, Saudi Arabia, United Arab Emirates, Yemen	12 Feb. 2024	31 Dec. 2024	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager

Promotion	Countries	Start	End	Participation
<p>*NEW* East West Africa Promotion</p> <p>Recommended discount on select Zebra scanners and printer products</p>	<p>Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mayotte, Rwanda, Seychelles, Somalia, Tanzania, United Republic of, Uganda, Cabo Verde, Congo, Benin, Burkina Faso, Cameroon, Central African Republic, Congo, The Democratic Republic, Cote D'Ivoire, Gabon, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone, Togo, Equatorial Guinea, Niger, Gambia</p>	28 Sept. 2024	30 April 2025	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager

If the Participation column notes that you are required to provide a code, this should be given to your preferred Authorised Distributor. For more information on any of the country-specific promotions listed above, please contact your preferred Authorised Distributor or your Zebra Channel Account Manager.

Richer Rewards with [Zebra Rewards Special Promotions](#)

Promotion	Countries	Start	End	Participation
<p>Sell More to Earn More</p> <p>Earn Triple Points on industrial printers, scanners, mobile computers and select Zebra OneCare services between 1 October and 31 December 2024. Plus, log in to Zebra Rewards to find out how you can earn additional Bonus Points.</p>	All EMEA	01 Oct. 2024	31 Dec. 2024	Visit rewards.zebra.com

Demo Offers

The following Demo Unit Offers are available for purchases made through the Demo Equipment Purchase Program.

Promotion	Countries	Start	End	Participation
Mobile Computers/Tablets				
<p>MC9400 Demo Offer</p> <p>Recommended discount off list price of up to 67.5% on select MC9400 mobile computer SKUs and select accessories, with additional units available beyond demo program allocation</p>	All EMEA	24 Jan. 2024	31 Dec. 2024	Create voucher in the Demo and Promotion Vouchers Tool.
<p>RS2100 Demo Offer</p> <p>Recommended discount off list price of up to 55% on the RS2100 wearable scanner, with additional units available beyond demo program allocation</p>	All EMEA	02 April 2024	31 Dec. 2024	

Promotion	Countries	Start	End	Participation
TC53e, TC58e and TC53e-RFID Demo Offer Recommended discount of up to 67.5% off list price on the TC53e, TC58e and TC53e-RFID mobile computers and accessories	All EMEA	15 March 2024	28 Feb. 2025	Create voucher in the Demo and Promotion Vouchers Tool.
NEW WT5400/WT6400 Wearable Mobile Computer Demo Offer Recommended discount of up to 67.5% off list price on WT5400 and WT6400 devices and select accessories	All EMEA	1 Sept. 2024	31 Aug. 2025	
NEW Zebra Kiosk System Demo Offer Recommended discount of up to 52.5% off list price on elements of the Zebra Kiosk System, including the KC50, TD50 and select accessories	All EMEA	10 Sept. 2024	30 June 2025	
Printers				
ZT411 Linerless Printer Demo Offer Recommended discount off list price of up to 67.5% on select SKUs, with one additional unit available beyond demo program allowances	All EMEA	30 Aug. 2024	31 March 2025	
RFID				
FXP20 Demo Offer Recommended discount off list price of up to 67.5% on the FXP20 POS RFID reader, with additional units available beyond demo program allowances	All EMEA	03 Sept. 2024	31 Dec. 2024	
Scanners				
DS3600 Demo Offer Recommended discount of up to 67.5% on DS3600 ultra-rugged scanners, with one additional demo unit beyond demo program allowances for each of the product variants—SR, XR, DP, HP and HD	All EMEA	18 June 2024	31 Dec. 2024	
DS4678 Demo Offer Recommended discount of up to 67.5% on select DS4678-SR and DS4678-DPE handheld cordless scanners, with one additional demo unit beyond demo program allowances for each of the product variants—SR and DPE	All EMEA	18 June 2024	31 Dec. 2024	
DS55 Demo Offer Recommended discount of up to 67.5% on select DS55 Series fixed mount imager and accessories, with one additional demo unit and kit available beyond demo program allowances	All EMEA	16 July 2024	31 Dec. 2024	

Note: Refer to the promotion documentation available on [Partner Gateway](#) for the most current offer details. In the instance of discrepancy, the documentation takes precedence.

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