



Capture supplies revenue and add value to your customers with free printheads

Everything you need to know – as a Zebra Reseller – to make the most of our new Printhead Protection Programme

Everyone knows printheads wear down. Print quality suffers, which means your customers' businesses suffer too. And they may think that paying for replacement printheads is unavoidable, but now you can show them a better way! Because when you introduce them to the Zebra Printhead Protection Programme, you can offer them free replacement Zebra printheads for the life of their printers.

The Zebra Printhead Protection Programme enables you to offer end users free replacement printheads as part of a package deal to reward use of Certified Zebra supplies.

Let Zebra remove replacement printheads from your end users' expense list.

Most end users do not appreciate or associate the full costs of printhead wear with their profitability. But the reality is your customers could save money by participating in the Zebra Printhead Protection Programme... simply by committing to use Zebra Certified Supplies, which are optimised for their Zebra desktop or industrial printers.

Once you have agreed a label print volume with them - using Zebra Certified Supplies - all of their replacement printheads are covered within the programme.

Zebra's Printhead Protection Programme: Great Reasons to Start Promoting it Today!

Guaranteed Ongoing Revenue for you

- Helps you secure supplies revenue
- Adds extra value for your customers
- Positions you as a total solutions provider
- Helps you build long term relationships with recurring revenue

Great Benefits for Your Customers

- Reduce downtime
- Cuts printhead costs
- One source printing solution
- Simple enrollment and redemption
- No need to ship printers back

Easy Enrollment; Rapid Replacement.

- Quickly enroll your customer via Zebra's Deal Registration
- Renews with continued purchase of Zebra supplies



Zebra Certified Supplies: Consistently Exceptional— and Exceptionally Consistent

Outstanding Quality

Labels and ribbons are tested to ensure minimal printhead wear, providing longer life.

Exceptional Service

Get the supplies you need when you need them. Hundreds of products available at a moment's notice.

Unmatched Expertise

More than 50 years' experience in thermal printing and supplies manufacturing. Quality and consistency have always come with Zebra Certified Supplies. Now with the Printhead Protection Programme there is even more reason to use Zebra Certified Supplies.



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