PRINTHEADADVANTAGE

A "Lower Total Cost of Ownership" Solution from Datamax

DATAMAX®
Printer Supplies

Program Options There are two programs to choose from – one for customers purchasing new printers or who operate Datamax printers that are currently under warranty, and the second program is designed for customers with Datamax printers that are no longer under warranty.

Option 1 New and existing printers currently under warranty

– Free replacement printhead coverage

– Qualifications for this program simply requires a minimum of $5000 in annual supplies – labels, tags or ribbons

Option 2 Printers no longer under warranty

– Free replacement printhead & reinstated warranty coverage

– Qualifications for this program simply requires a minimum of $5000 in annual supplies – labels, tags or ribbons

How It Works – It's Simple The process begins by contacting your Datamax Printer Supplies Sales Representative.

Step 1: Request a quotation based on your customer's annual volume specifying option 1 or 2.

Step 2: Your Datamax Sales Representative will prepare the quotation.

Step 3: Complete the Datamax Printhead Advantage enrollment form and fax it with your purchase order. It's just that easy!

Benefits

Reseller – Strengthens Your Competitive Position

– Lowers your combined media and printhead costs

– Provides opportunity for margin enhancement and customer retention

– Promotes long-term customer relationships

– Positions you as a single-source supplier

End-User – Makes Life Easier

– Lowers your customer's total cost of ownership; saving them hundreds if not thousands per year

– Optimizes printer performance with media and printheads designed for Datamax printers

– Provides the convenience of a single-source supplier for your customer's printing needs

Getting Started

1. Your customer agrees to the PRINTHEADADVANTAGE terms and conditions
2. Complete the enrollment form and fax to 1-407-523-5653
3. Your customer's eligibility is validated and entered into the Printhead Advantage Program

Printhead Redemption

Complete the Printhead Advantage redemption form (available in this kit) and fax to 1-407-523-5653. A Datamax Customer Service Representative will confirm program participation and enter your customer's replacement printhead order. Your replacement printhead will ship via UPS ground. Expedited delivery is available upon request.

Datamax O'Neil Printer Supplies
www.datamaxmedia.com
p: 800.321.2233 ext. 5650
f: 407.523.5653

DATAMAX® Printer Supplies

4501 Parkway Commerce Blvd.
Orlando, Fl 32808
Locations: California - Florida - Illinois

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PRINTHEADADVANTAGE

Designed to Deliver Quality

Now you can give your customers added value by offering them the opportunity to join the Datamax Printhead Advantage Program. Under this unique program, customers can receive **FREE printhead replacements** when they agree to use only Datamax supplies in their Datamax printers. And that's only one of a number of benefits. The program is designed to lower your customer's total cost of ownership, while providing you, our Datamax Value Added Resellers, with **the most cost competitive solution available** in the marketplace.

PRINTHEADADVANTAGE is a **guaranteed WIN-WIN for everyone!** And this information packet explains everything you need to get started!

Datamax Printer Supplies offers the best quality labeling solutions in the market, which helps to ensure that Datamax printers operate at the highest level of performance and efficiency. Always ask for Datamax IQ Series Supplies —**The intelligent choice for optimum printer performance.**

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PRINTHEADADVANTAGE

Enrollment Form

End User Company Name		
Mailing Address		
City	**State**	**Zip Code**
Contact Name:	**Phone Number**	**E-mail Address**

Reseller Company Name		
Mailing Address		
City	**State**	**Zip Code**
Contact Name:	**Phone Number**	**E-mail Address**

Please Select One

- [ ] Printhead Only Coverage
- [ ] Extended Warranty with Printhead Option

Printer Model	**Serial Number**

Media Part Numbers and Annual Quantities

Labels	**Ribbons**

Serial Numbers are required for registration. Please attach additional sheets if required.

Terms and Conditions:

Printhead Advantage is for qualifying Datamax Printers in the United States and Canada. All Datamax printers at a customer's location must be covered under this agreement by utilizing Certified Datamax Printer Supplies. Serial numbers must be provided at the time of Printhead Advantage enrollment. Printhead coverage is based on an annual volume commitment. Failure to fulfill the agreed commitment will terminate printhead and/or warranty coverage, and the customer will be responsible for purchasing the balance of supplies. Datamax reserves the right at anytime to cancel individual enrollment immediately upon written notice.

Authorized Signature: **Date:**

Fax or email this form along with the purchase order to:
Datamax O'Neil Printer Supplies
407-523-5653 or SuppliesMarketing@datamaxcorp.com

Datamax Printhead Advantage Program
4501 Parkway Commerce Blvd.
Orlando, FL 32808

PRINTHEADADVANTAGE

Printhead Redemption Form

End User Company Name		
Mailing Address		
City	**State**	**Zip Code**
Contact Name:	**Phone Number**	**E-mail Address**

Reseller Company Name		
Mailing Address		
City	**State**	**Zip Code**
Contact Name:	**Phone Number**	**E-mail Address**

Printer Model	Serial Number	Printhead DPI	Quantity

Terms and Conditions:

In order to fulfill redemption, this form must be completed in its entirety. Serial numbers for the affected printers are required. Replacement printheads will be shipped directly to the contact person at the end-user location indicated on this form. Spent printheads must be returned to Datamax ~~at~~ the address listed below. The customer is receiving printhead coverage as part of an annual volume commitment with Datamax. Failure to fulfill the agreed to volume commitment, may result in termination of the agreement.

Authorized Signature: **Date:**

Fax or email this form to:
Datamax O'Neil Printer Supplies
407-523-5653 or SuppliesMarketing@datamaxcorp.com

Datamax Printhead Advantage Program
4501 Parkway Commerce Blvd.
Orlando, FL 32808

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Orlando, Florida USA 32808
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customercare@datamaxcorp.com

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