

Flyer

Expand your business. Boost your capacity.



HP Upgrade to Latex Winter 2017 promotion—get up to \$6,000 cash back.¹



For complete promotion terms and claim form, visit hp.com/go/upgradetolatex.

Upgrade and get up to \$6,000 cash back¹ on select HP Latex printers!

Expand your business and boost your printing capacity while exceeding client expectations—all with HP Latex 365, 560 or 570 Printers. Produce sharp, consistent, repeatable image quality with high efficiency on a huge range of applications up to 64 inches wide—indoor, outdoor, vehicle wraps, banners, backlits, canvas and vinyls, and much more! Featuring water-based HP Latex inks and fast print speeds, these printers let you easily handle demanding turnaround times, all while creating a healthier printing environment.

And now, during the HP Upgrade to Latex Winter 2017 promotion (January 1–February 28, 2017), get cash back¹ when you purchase or lease a new HP Latex 365, 560 or 570 Printer and trade in your current eligible solvent, aqueous or latex large-format printer or printer-cutter (see back for details), while supplies last. Rebate values are determined by the eligible trade-in printer and the new HP Latex printer purchased or leased.



HP Latex 365 Printer



HP Latex 560 Printer or HP Latex 570 Printer

Claim submission process

To take advantage of this offer, please make your purchase or lease and submit during the dates indicated in the following chart:

Purchase or lease dates:	January 1–February 28, 2017
Submit claim form and proof of purchase along with a photo of the back panel of the trade-in printer with the model and serial number visible in a picture by:	March 31, 2017
The trade-in Main Print Controller board must be shipped by:	April 30, 2017

HP Upgrade to Latex Winter 2017 promotion

Trade in one of these qualifying products:	Purchase/lease an eligible new printer:	Provide the following from your eligible trade-in product:	Receive the following cash-back, mail-in rebate amount: ¹
Aqueous printers 24-inch or larger	HP Latex 365 Printer (V8L39A)	Main Printer Controller board	\$1,000
Solvent printer/printer-cutter/Latex printer 30-inch or larger	HP Latex 365 Printer (V8L39A)	Main Printer Controller board	\$2,500
Aqueous printers 24-inch or larger	HP Latex 560 Printer (M0E29A) OR HP Latex 570 Printer (N2G70A)	Main Printer Controller board	\$2,000
Solvent printer/printer-cutter/Latex printer 30-inch or larger	HP Latex 560 Printer (M0E29A)	Main Printer Controller board	\$4,000
Solvent printer/printer-cutter/Latex printer 30-inch or larger	HP Latex 570 Printer (N2G70A)	Main Printer Controller board	\$6,000

New units only, restrictions apply.² Available from HP U.S. Authorized Graphics Specialist Commercial Resellers only. Offer valid while supplies last. Offer cannot be combined with any other offer or promotion unless authorized or advertised as such by HP.

¹ Offer valid only in U.S. from HP U.S. Authorized Graphics Specialist Commercial Resellers. Cash back provided by mail-in rebate available for eligible purchases made January 1–February 28, 2017. All claims and proof of purchase along with a photo of the back panel of the trade-in printer with the model and serial number visible in a picture must be submitted by March 31, 2017. Return of trade-in Main Print Controller board by April 30, 2017, is also required. Offer is subject to product availability; promotion valid while supplies last. Additional restrictions apply. Void where prohibited, taxed or restricted by law. For qualifying product options, terms and conditions, and claim form, visit hp.com/go/upgradetolatex.

² Dealer demo units, tradeshow demo units, all end user Big Deal units do not qualify. Offer is subject to product availability; promotion valid while supplies last. Additional restrictions apply. HP also reserves the right to modify or cancel this offer at any time without notice.

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