



Printer Try & Buy Frequently Asked Questions

Q: How does this program work?

A: The *Printer Try & Buy Program* is an opportunity for end users to trial a PM Series printer, free of charge and obligation. This trial period lasts for one month, and by the end of the term, the user will have the option of purchasing it or returning it.

It's a hassle-free program for the customer, with no obligation to purchase thereafter. This one-month trial is a great way to get your prospects to demo PM Series, and see how it positively impacts their operations. A famous person once said: "If they try it, they'll like it. If they like it, they'll probably buy it!"

Q: What's in it for me?

A: By participating in the program, you'll receive a discount on PM Series printers. In fact, you'll receive our absolute best pricing: demo unit pricing! Even if you've already hit your printer demo unit cap, we'll temporarily lift that cap for those partners who participate in this program. However, there are limits: demo unit pricing is limited to one printer per opportunity, up to a maximum of two printers per partner.

A secondary benefit of the program is that you don't have to create any marketing materials – we've already got fully-developed campaigns-in-a-box ready to go. These campaigns feature three email units and a custom landing page that IPC can co-brand with your company logo.

Q: As a participating partner, what is expected of my participation in this program?

A: After you receive the demo printer, we recommend bringing it into the prospective customer's location, setting it up and configuring it for them. Perhaps demonstrate the key features of the printer, and answer any questions they may have.

Follow up over the course of the next month to see if they have any further questions, and to get feedback on how the printer is performing. At the end of the month, ask if they want to keep (and purchase) the printer, or return it at no cost and obligation to them. If they're interested in purchasing it, be sure to investigate if there are additional applications for more printers in their operations – as well as media and service opportunities.

Q: What printer models are eligible?

A: The purpose of the program is to drive migration to our new PM43 series printer. The following configurations are available in distributor inventory and are recommended for your customers to evaluate the form and function of these leading industrial printers.

Other PM series models are eligible, like the PM43c and PM23c, but they may be subject to more restricted availability and lead-times.



Model Number	Description
PM43A01000000201	PM43 Thermal Transfer Printer, Icon Display, Ethernet, 203 DPI
PM43A11000000201	PM43 Thermal Transfer Printer, Full Touchscreen Display, Ethernet, 203 DPI
PM43A12000000201	PM43 Thermal Transfer Printer, Full Touchscreen Display, Wi-Fi & Ethernet, 203 DPI
PM43A01000040201	PM43 Thermal Transfer Printer, Icon Display, Ethernet, 203 DPI, Rewinder & Label Taken Sensor
PM43A11000000301	PM43 Thermal Transfer Printer, Full Touchscreen Display, Ethernet, 300 DPI

Q: I have an opportunity. How can I quickly request a demo unit?

A: First, determine the printer model you want to purchase. To react quickly to the lead, we suggest picking from the model numbers listed above as they should be well-stocked in distribution. Then, complete the [Demo Printer Request Form](#). We'll get back to you within one business day.

Q: How is this program being communicated? How can I load my own contact list?

A: This is an IPC Campaign-in-a-Box. It can be custom-tailored to your individual marketing needs by IPC. We've already developed three email units and a landing page that you can leverage to communicate this offer to your customers. Either you can supply your own list to IPC, or work with IPC to secure new lists.

Q: Any other requirements and limitations of the program?

A: As stated above, each prospect is limited to one printer per location/address. Each partner (you) is limited to two printers at demo unit pricing (additional printers can be purchased at your standard discount). Media is not included in promotion. The trial term is 30 days, after which the customer has no obligation to purchase. Promotion subject to product and part availability. The response must be received during the campaign promotional period (determined by you and Intermec Partner Concierge).

Q: If my prospect doesn't want to keep the printer at the end of the trial period, can I return it back to the distributor??

A: Demo units received through this program are not returnable. You can use the demo unit for other demo opportunities and are not limited to Try & Buy program.

Q: Who can I contact for more information?

Intermec by Honeywell contact	IPC Contact
Ryan Galloway 425.265.2356 ryan.galloway@honeywell.com	Walter Mikaelian 480.350.7999 walter@partnerconcierge.com