



# Zebra promotions summary

June 2026

## RESELLERS – EMEA



### SPOTLIGHT

#### Discontinued Printhead Discount Opportunities

Printheads for G-Series, ZD410, ZD420, ZD500, ZD620, 105SL Plus, ZM400, ZM600, and Xi4 printers are no longer available. Two promotions help you drive customer upgrades.

[View trade up promotion](#)

[View demo offer](#)

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

## Product and service promotions

Promotion	Countries	Start	End	Participation
<b>Printers</b>				
<a href="#">Discontinued Printhead Trade Up Promotion</a> Recommended discount of up to 62% when customers trade up from older printers with printheads that have gone end of life.	European Economic Area, United Kingdom, Switzerland	01 Apr. 2026	30 Sept. 2026	Create voucher in the Demo and Promotion Vouchers Tool
<a href="#">ISV Printer Migration Promotion</a> Recommended discount on printers when customers adopt new printer software	European Economic Area, United Kingdom, Switzerland	01 Mar. 2026	30 June 2026	Create voucher in the Demo and Promotion Vouchers Tool
<a href="#">Zebra Printhead Protection Program</a> Free replacement printheads as part of a package deal to reward the use of Zebra Certified Supplies	All EMEA	01 Jan. 2026	31 Dec. 2026	<a href="#">Reseller Enrollment Form</a>
<a href="#">ZeroLiner Protection Program</a> Recommended discount on Zebra platen roller replacements when Zebra Certified ZeroLiner print labels are purchased	All EMEA	01 Jan. 2026	31 Dec. 2026	Enroll the end user via the Demo and Promotion Vouchers Tool

Promotion	Countries	Start	End	Participation
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## Supplies

<b>Barcode Ribbons Promotion</b> 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	01 Jan. 2026	31 Dec. 2026	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
<a href="#">ZipShip Supplies Promotion</a> Recommended discount on three boxes of selected supplies for the purchase of most desktop, industrial, and mobile printers (including new and past purchases)	All EMEA	01 Jan. 2026	30 June 2026	Refer to documentation for participation process

## Multi-portfolio promotions

*UPDATED* <a href="#">Customer Acquisition Promotion</a> Rebate for sales to new customers or those who haven't purchased Zebra products recently.	All EMEA	02 Mar. 2026	21 Dec. 2026	Refer to documentation for participation process; complete <a href="#">Rebate Registration Form</a> .
<b>Central Eastern Europe Voucher Promotion</b> Recommended discount on select desktop printers (max. 50) and scanners (max. 20)	Poland, Romania, Latvia, Lithuania, Estonia, Hungary, Slovenia	01 Jan. 2026	04 July 2026	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
<b>Czech Republic and Slovakia BTR Promotion</b> Recommended discount on select printers and scanners	Czech Republic, Slovakia	01 Jan. 2026	04 July 2026	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
<b>Middle East GTM Promotion</b> 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	01 Jan. 2026	31 Dec. 2026	Contact a Zebra Authorised Distributor or your Zebra Channel Account Manager
<a href="#">Zebra Trade UP</a> Recommended discounts on select printers, scanners and kiosks when customers trade up from Zebra or third-party devices	European Economic Area, the United Kingdom, Switzerland	01 May 2026	31 Dec. 2026	Create voucher in the Demo and Promotion Vouchers Tool

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.

## Demo offers

Promotion	Countries	Start	End	Participation
<a href="#">Discontinued Printhead Demo Offer</a> Recommended discount of up to 67.5% on select printers, to support customer upgrades from printers for which the printheads are no longer available.	All EMEA	01 Apr. 2026	30 Sept. 2026	Create voucher in the Demo and Promotion Vouchers Tool.
<a href="#">FR55 First Responder Mobile Computer Demo Offers</a> Recommended discount on the FR55 plus two additional units beyond demo program allowances	All EMEA	01 Oct. 2025	30 June 2026	
<a href="#">MC3400 Series Mobile Computer Demo Offer</a> Recommended discount of up to 67.5% on select SKUs and accessories	All EMEA	01 Jan. 2026	31 Dec. 2026	
<a href="#">TC501/TC701 Mobile Computer Demo Offer</a> Recommended discount of up to 67.5% on select SKUs and accessories	All EMEA	16 Dec. 2025	30 Oct. 2026	
<a href="#">WS101/WS301 Wearable Computer Demo Offer</a> Recommended discount of up to 67.5% on select SKUs and accessories	All EMEA	12 Jan. 2026	30 June 2026	
<a href="#">ZT610 600dpi Micro Label Printer Demo Offer</a> Recommended discount of up to 82.5% on up to two units of select ZT610 600dpi Micro Label Printer SKUs and a discount of up to 55% on up to four demo units of select supplies	All EMEA	15 Jan. 2026	30 June 2026	

## Richer rewards with Zebra Rewards special promotions

Not participating in Zebra Rewards yet? Visit [Partner Gateway](#) to learn more.

Promotion	Countries	Start	End	Participation
<b>Join the Spring Challenge</b> Complete monthly challenges to earn Points and unlock bonus Points when you complete all three activities.	All EMEA	01 Apr. 2026	30 June 2026	Visit <a href="https://rewards.zebra.com">rewards.zebra.com</a>
<b>Earn More with Triple Points</b> Take advantage of triple points with every sale of the ZD220, DS2208, DS2278, LI2208, or LS2208.	All EMEA	01 Jan. 2026	30 June 2026	
<b>Supplies Knowledge Rewards</b> Increase your earning potential by 50 points when you take the Supplies Knowledge Test.	All EMEA	01 Jan. 2026	31 Dec. 2026	
<b>Colleague Referral</b> Get rewarded for inviting your colleagues to join Zebra Rewards. If your colleague signs the terms and conditions, they can earn 50 points—and so will you.	All EMEA	01 Jan. 2026	31 Dec. 2026	

**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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