



### Scope

Dealer- and End User-targeted program to provide incentives to upgrade the phone assembly in older Code Blue units to the newer analog IA4100 phones.

### Program

Applies to CB3100, CB3000, CB2000 phone models and all other branded emergency phones installed in Code Blue bollards or housings (i.e., TAP, Gai-tronics, Ramtech, Vandal Proof, Stentofon). Upgrade to the Code Blue IA4100/FP1, IA4100/FP2, IA4100/FP2K, IP5000/FP1, IP5000/FP2, or IP5000/FP2K.

Trade-in Type	Part #	Upgrade Unit	List Price	Trade Value	Upgrade Price
Single button	50001	IA4100/FP1	\$925	\$125	\$800 ea.
Double button	50002	IA4100/FP2	\$1025	\$125	\$900 ea.
Double button w/ keypad	50003	IA4100/FP2K	\$1075	\$125	\$950 ea.
Single button	50101	IP5000/FP1	\$1375	\$125	\$1250 ea.
Double button	50102	IP5000/FP2	\$1510	\$125	\$1385 ea.
Double button w/ keypad	50103	IP5000/FP2K	\$1560	\$125	\$1435 ea.

*Trade-in value will be issued as a credit after receipt of the old product. Standard dealer discount to apply.*

### Example

(5 single-button units @ 30% dealer discount)

- \$925 list less 30% = \$647.50 standard price
- \$925 minus \$125 trade value = \$800 upgrade price
- \$800 less 30% = \$560
- \$647.50 minus \$560 = \$87.50 credit per unit x 5 units = \$437.50 dealer credit

### Conditions

Dealer purchase order must be clearly marked "Phone Trade-In Program."

A Code Blue sales order will be generated for the upgrade order and an RMA generated for the trade-in units.

To save on shipping costs, it is necessary to only send the ribbon cable cut from the base of the Black or Blue box to receive credit for the return.

Trade-in values less dealer discount will be applied as a credit to the dealer's account after the trade-ins are received by Code Blue. Products must be received within 30 days to validate the trade-in.

### Program Time Frame

Program effective April 1, 2014 through March 31, 2016. Orders for immediate release must be received by Code Blue on or before March 31, 2016 to qualify.

***No additional promotions or special discounts will apply.***



### Ribbon Cable Rebate Program

This program is designed to provide Distributors and End Users with an opportunity to use a return credit when ordering and selling stock phones.

If a Distributor orders phones and would like to use the upgrade credit for an End User, Code Blue will give the End User the trade-in credit for the returned ribbon cables.

When phones are ordered through the RMA process, the Distributor can subtract the 40% discount from the cost of the phones. When the ribbon cables are returned to Code Blue, the Distributor will receive a \$125.00 credit minus the 40% Distribution discount.

### Examples

#### Distribution Stock Ribbon Credit

<u>Ordered</u>	<u>MSRP Cost</u>	<u>Discount</u>	<u>Distribution Cost</u>	<u>End User Ribbon Credit</u>
IA4100	\$925	40%	\$555	\$75

#### RMA Ribbon Credit

<u>Ordered</u>	<u>MSRP Cost</u>	<u>Discount</u>	<u>Distribution Cost</u>	<u>Distribution Ribbon Credit</u>	<u>Distribution Cost</u>
IA4100	\$925	40%	\$555	\$75	\$475

### Conditions

A rebate form must be filled out by the End User in order to receive the rebate credit.

The ribbon cable must be at least 18” in length to receive the rebate credit.

### Program Time Frame

Program effective September 1, 2015 through August 31, 2016. Orders for immediate release must be received by Code Blue on or before August 31, 2016 to qualify.



### END USER INFORMATION

Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Order Date \_\_\_\_\_ Original Purchase Order # \_\_\_\_\_

Type of Phones Ordered \_\_\_\_\_

Number of Phones Ordered \_\_\_\_\_

Number of Ribbon Cables Returned \_\_\_\_\_

### CONTACT INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

This form must be completed and returned to [RMA@codeblue.com](mailto:RMA@codeblue.com) in order to receive a Ribbon Cable Credit.