



# Identification Hardware and Software Promotion Campaign

Valid from: 1<sup>st</sup> April 2009

Valid to: 30<sup>th</sup> June 2009

# What is the Promotion Campaign?

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Tyco Electronics Identification is a **'System Sell'**. This means that not only do Customers buy our standard Ident products, but they also buy our Printers, Software and Print Ribbons.

We understand that sometimes the cost of printers and software can be prohibitive when trying to win new business and encourage new customers to move to Tyco Electronics products.

The Hardware and Software Promotion Campaign is designed to ensure that the cost of the printers and software is not a barrier in winning more Ident business.

By offering the free or discounted hardware and software in this campaign, we believe that there is no reason that we should lose any business based on the initial cost of implementing a Tyco Electronics **'Identification System'**.

# How does the Promotion Campaign work ?

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The campaign is designed to allow customers with **NEW** business opportunities to take advantage of free or discounted printers and software, based on the value of the initial order they place for Tyco Electronics Identification Products.

The Hardware and Software available is detailed from page 6 onwards. At the bottom of each product page you will find a table listing:

- Which product descriptions are available.
- What the customer will actually get.
- The minimum initial order value required to qualify for the promotion.
- What products the customer will need to purchase to be eligible.

The Campaign is open to all existing and potential Tyco Electronics customers in the EMEA region with **NEW** business opportunities (direct and via distribution), and it's primary aim is to generate new business quickly.

# Hardware and Software Promotion Campaign Rules.

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- The Application **MUST** be for brand new business.
  - New customers, new applications and displacing competitors (Conversions from TMS System 90 to System Six may also be considered). Contact Product Management with any questions.
- Annual maximum of **one printer type** per customer account.
  - Any further order to be discussed with Product Management
- Printers are not allowed to be returned for credit.
- Promotion Campaign is not to be combined with any special price requests (MCP, High Volume etc).
- Free Software is not to be combined with Free printing equipment. Customers are eligible for one or the other depending on value of initial order.
- The 'Minimum Initial Order Value Required' should be based on standard in column pricing.

# How to obtain authorisation

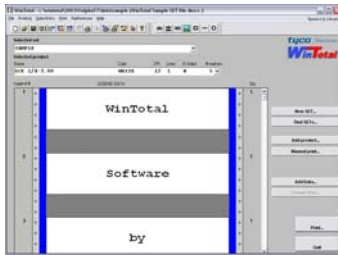
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- Secure an initial order ensuring that the values are met
  - Tyco Electronics Sales must obtain authorisation from Product Management as below:
    - [Pcrofts@tycoelectronics.com](mailto:Pcrofts@tycoelectronics.com)
    - [Naomi.poole@tycoelectronics.com](mailto:Naomi.poole@tycoelectronics.com)
  - Product Management require the following for authorisation:
    - Copy of quote confirming values met
    - End customer name, location & Tyco Electronics sales engineer
  - Orders must not be placed until authorisation has been granted
  - Once authorised an order must be raised including free of charge equipment plus corresponding product
  - Sales co-ordinators must provide SAP order number once raised, to the relevant authoriser for tracking purposes
- \* Outside of this campaign discounts may be offered on a case by case basis. Please contact Product Management for further details.**

# What products are on offer ?

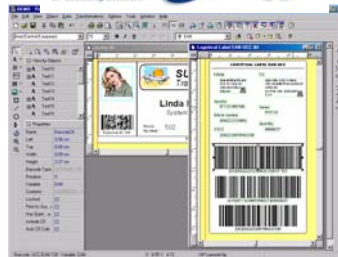
## Software

**WinTotal**



Cable Identification and Basic  
Labelling Software

**printEasy**  
Labelling Software



Complete Labelling Software

## Thermal Transfer (TT) Printers



# Tyco Identification Software



## Cable Identification and Basic Labelling Software

- Unique WYSIWYG interface, simple data entry
- Built in printer drivers for all Tyco printers.
- All Identification catalogue product templates included
- Import from ACSII, XMT and Windows Databases
- Languages – English, French, German, Spanish, Italian and Dutch.



## Complete Labelling Software

- Easy to use, flexible solution to design professional label layouts. Including Barcodes, Graphics, Variables, & Functions.
- Support for Tyco Electronics printers with customised windows drivers.
- All standard thermal transfer and laser label templates included.
- Database support.

What's on offer	What you get	Minimum Initial Order Value Required	Products Purchased
<b>TMS-WINTOTAL-SWARE</b> PCN - 377539-000 TPN - 1-1192827-4	<ul style="list-style-type: none"> <li>• WinTotal Disc</li> <li>• installation Guide</li> <li>• Licence Agreement</li> </ul>	<ul style="list-style-type: none"> <li>➤ €1100.00 (Euro)</li> <li>➤ £885.00 (GBP)</li> </ul>	Heat Shrink markers and/or Labels
<b>TMS-WINTOTAL-SWARE-DGLUSB</b> PCN - F07161-000 TPN - 1201189-2	<ul style="list-style-type: none"> <li>• WinTotal Disc</li> <li>• installation Guide</li> <li>• Licence Agreement</li> <li>• USB Dongle</li> </ul>	<ul style="list-style-type: none"> <li>➤ €1100.00 (Euro)</li> <li>➤ £885.00 (GBP)</li> </ul>	Heat Shrink markers and/or Labels
<b>PEP-5-PRO (serial version only)</b> PCN - CC6174-000 TPN - 1-1899350-8	<ul style="list-style-type: none"> <li>• Printeasy Disc</li> <li>• installation Guide</li> <li>• Licence Agreement</li> </ul>	<ul style="list-style-type: none"> <li>➤ €1500.00 (Euro)</li> <li>➤ £1200.00 (GBP)</li> </ul>	Labels

# Tyco T200 Series Thermal Transfer Printers

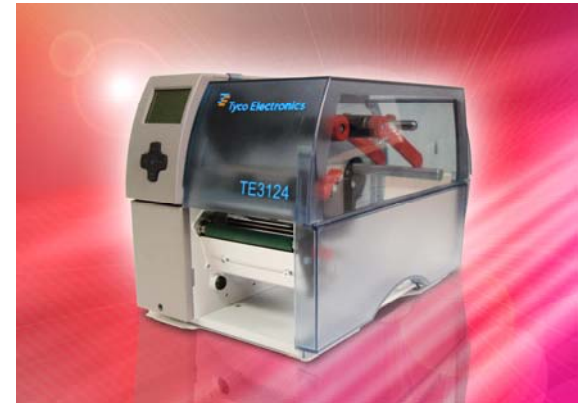


- Budget range, versatile printer.
- Easy to operate, lightweight and portable
- Available in 200dpi (T208) or 300dpi (T212)
- Available as standard (S) to print Labels only or modified (M) to print labels and Heat shrink
- Fixed transmissive and reflective sensors fitted.
- Catalogue Page No. 129

What's on offer	What you get	Minimum Initial Order Value Required	Products Purchased
<b>T208M-PRINTER</b> PCN - E63660-000 TPN - 5-1200361-3	<ul style="list-style-type: none"> <li>• T208M-PRINTER</li> <li>• UK + Euro Power Lead</li> <li>• User Guide</li> <li>• Warranty</li> </ul>	<ul style="list-style-type: none"> <li>➤ €2000.00 (Euro)</li> <li>➤ £1600.00 (GBP)</li> </ul>	Labels
<b>T212M-PRINTER</b> PCN - E23401-000 TPN - 1-1200413-3	<ul style="list-style-type: none"> <li>• T212M-PRINTER</li> <li>• UK + Euro Power Lead</li> <li>• User Guide</li> <li>• Warranty</li> </ul>	<ul style="list-style-type: none"> <li>➤ €2500.00 (Euro)</li> <li>➤ £2000.00 (GBP)</li> </ul>	Heat Shrink Markers and/or Labels

# Tyco TE3124 Thermal Transfer Printer

- Mid range printer series for high volume labels and Identification marker sleeves
- Suitable for industrial and commercial environments
- One model available, 600dpi head as standard
- USB port connection as standard



What's on offer	What you get	Minimum Initial Order Value Required	Products Purchased
<b>TE3124-PRINTER</b> PCN - CC9352-000 TPN - 9-1899471-3	<ul style="list-style-type: none"> <li>• TE3124-PRINTER</li> <li>• UK + Euro Power Lead</li> <li>• User Guide</li> <li>• Warranty</li> </ul>	<ul style="list-style-type: none"> <li>➤ €5500.00 (Euro)</li> <li>➤ £4400.00 (GBP)</li> </ul>	Heat Shrink Markers or Labels

# Tyco T300 Series Thermal Transfer Printers

- Mid range printer series for high volume
- Robust – All metal casing and interior components suitable for industrial and commercial environments.
- Adjustable transmissive sensor and fixed reflective sensor fitted to all models.
- 300dpi head as standard
- Catalogue Page No. 130



What's on offer	What you get	Minimum Initial Order Value Required	Products Purchased
<b>T312M-PRINTER</b> PCN - E21063-000 TPN - 5-1200361-0	<ul style="list-style-type: none"> <li>• T312M-PRINTER</li> <li>• UK + Euro Power Lead</li> <li>• User Guide</li> <li>• Warranty</li> </ul>	<ul style="list-style-type: none"> <li>➤ €10000.00 (Euro)</li> <li>➤ £8000.00 (GBP)</li> </ul>	Heat Shrink Markers or Labels