

Introducing Lexmark's New Line of Laser Products

In one of the biggest product announcements in our history, Lexmark introduced five new families of color and monochrome laser printers and MFPs.



All of the products were designed to help customers save time, money and the environment. Features on many of the products include built-in two-sided printing to reduce paper waste, Eco-Mode to reduce power consumption and Quiet Mode to reduce noise emission.

View our interactive product demos to learn about the new products – and qualify for the chance to win from a range of fantastic prizes!

[Click here for more information.](#)

Rewards for eco-conscious color laser customers

Customers who purchase a new Lexmark C540 Series color laser printer or X540 Series color laser multifunction product (MFP) will receive a first from Lexmark – the chance to earn free toner.



The Lexmark Rewards program is designed to reward customers for loyalty and good recycling practices. Customers earn free high-yield toner cartridges and imaging kits for returning spent C540 and X540 Series cartridges to Lexmark for recycling or remanufacturing. Registered customers can receive one free cartridge for every 10 genuine Lexmark C540/C540 Series cartridges returned. Lexmark provides pre-paid cartridge return materials in every new supply product, and there is no shipping charge on the free cartridges and imaging kits.

With the Lexmark Rewards program, customers can save up to 20 percent off their total cost of supplies.

For more information, visit www.LexmarkRewards.com.

Earn DOUBLE PrinterPerks

Double your PrinterPerks when you learn about Lexmark's new product line and sell our laser devices. Standard sales incentives for Lexmark products are 4%-6%. For a limited time, receive DOUBLE PrinterPerks of 8%-12% for each new Lexmark product sold.



[Click here to learn more about the new Lexmark product line and take the quiz to be eligible for DOUBLE PrinterPerks.](#)

Not enrolled? Call the Lexmark Channel Hotline at 877-999-4360.

Did you know?

75% OF THE TOP BANKS,
RETAILERS AND PHARMACIES
USE LEXMARK.

In the Spotlight



First awards in for Lexmark's new color lasers

Garnering six Editor's Choice awards, Lexmark's new color laser printers have received high praises from Better Buys for Business, a leading reviewer of document imaging equipment. In the Better Buys for Business 2009 Color Laser and Business Inkjet Printer Guide, Lexmark's C540 Series is recognized for its numerous features and impressive print speeds.

"Overall, these are excellent entry-level color printers with competitive prices and a surprising set of features," said Stephen Hannaford, Better Buys for Business editor-in-chief. "All of this earns them our Editor's Choice Award."

[Click here to read the full story on these awards.](#)

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