

## DEALER BULLETIN

# Pro 11 Trade in Program

BULLETIN #02

DATE: 01/20/2025

**Trade Up to the Best - Pro-11**

Between February 1 and April 30, 2025, your customers can receive \$2500(USD) trade-in credit for a Pro-7a or Pro-8, and \$5,000 (USD) trade-in credit for a Pro-10 towards the purchase of a new Pro-11.

**How to Participate:**

1. Make your best deal with your customer.
2. When you deliver the new Pro-11 packs to them, ship the trade-in packs to our office along with a copy of the sales receipt and the completed attached trade-in form.
3. Upon receiving the packs, we will issue you a credit for the trade-in value.

**Additional Information:**

- The condition of the pack is not important. Even old, inoperable packs are worth \$2,500/\$5,000. You can trade in one pack for each pack you purchase.
- All trade-in units must arrive at Profoto within 30 days of receiving the new units to qualify for the trade-in credit.
- When received at Profoto, we will issue you a credit for the trade in amount less dealer discount of 18% - Pro-7a or Pro-8A \$2050 or Pro-10 - \$4100. This will maintain the 18% dealer margin for the overall transaction.

To take advantage of this special offer, or if you have any questions, please contact your Profoto Sales Manager for details.



## Profoto Trade-In Program Redemption Form Dealer Information

Dealer Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

[illegible]

For internal use

Packs received on: \_\_\_\_\_

Confirmed by: \_\_\_\_\_

Credit issued: \_\_\_\_\_

Issued by: \_\_\_\_\_

