

Genuine Xerox® Rewards

Frequently Asked Questions

What purchases qualify for reward points?

You earn reward points every time you buy Genuine Xerox® Supplies or register a printer or multifunction printer. Eligible supplies include solid ink and toner for Xerox®, HP® and Brother® desktop printers and multifunction printers.

What products do not qualify for reward points?

Supplies obtained through Xerox Managed Print Services are not eligible. Toners for non-desktop devices are not eligible for reward points. Maintenance kits, fusers, rollers, transfer belts and other long-life supplies are not eligible for reward points.

How many points do I earn per purchase?

Points are awarded based upon the Xerox Estimated Retail Price of the supplies purchased. For example, toner that has an ERP of \$199 would earn you 199 reward points.

Do I have to buy supplies directly from Xerox?

No. You can buy Genuine Xerox® Supplies from any authorized Xerox Channel Partner or directly from Xerox.

How do I earn points?

After a purchase, enter products into the program. Look for the Authentication Label on the supplies carton. On this label will be a unique number that you will enter in your rewards account. You can only earn points on products that are registered with the program. If you have signed up for Genuine Xerox® Rewards via the registration process for a new printer purchase, your hardware device serial number will automatically be entered.

Is there a sign-up bonus?

Yes, you will earn 1,000 bonus points just for registering in the program.

How many points can I earn?

There is no lifetime limit on the number of points you can earn. However, there is a maximum limit of 100,000 points that can be earned in a 12-month period. If you reach this threshold, any new points can only be added after the 12-month period is over.

Do points expire?

As long as your account is active, your reward points will never expire. You can keep your account active by completing at least one of the following activities per year.

- Registering new supplies.
- Writing an online product review for any of your Xerox® devices.
- Referring someone to the program.
- Making another type of transaction such as claiming a reward, participating in a reward sweepstake or using points for a charitable contribution.

Accounts with no activity over 18 months will become inactive. While inactive, points will expire two years from the date they were entered. If your account is nearing inactive status, you will receive a notification from Xerox.

How soon after signing up can I redeem my points?

As long as you have entered at least one supplies item in your account, you can begin to redeem points. When you register for the program, you can enter supplies that you already have on hand.

Can I use my points for more supplies or for service?

No. If you are interested in service rewards, consider the Xerox eConcierge® program via which you can obtain free lifetime service for hardware products. You can participate in the Xerox eConcierge® and the Genuine Xerox® Rewards programs at the same time.

I don't spend much per year on supplies. Does the program make sense for me?

Yes. The Genuine Xerox® Rewards program offers incentives regardless of how much money you spend on ink or toner. Smaller point balances can still earn rewards like music, movies, books, gift cards and video games.

How can I be sure that an Authentication Label is valid?

The Authentication Label is your confirmation that the supplies you purchase are Genuine Xerox® Supplies and not counterfeit products. It will always be found on the front of a Xerox® toner or solid ink carton. This holographic label will have a silver appearance. At the top of the label will be a series of letters and numbers. This will always include two letters following by eight numbers and end with three letters. The Xerox name will be in the middle of the label. A barcode will be at the bottom of the label.



What happens if I cannot read my Authentication Label?

You can only earn points for products registered into the program and a valid authentication number is needed for this. If you are unable to read your label, contact the seller to request a product exchange. Never accept ink or toner in packages with missing or ineligible Authentication Labels.

For more information or to enroll, visit xerox.com/rewards