



# Sage™ Coffee Machine Trade-Up

Trade Up Sept – Oct 2019 Benelux

## Conditions of participation

### 1. Organizer

Sage Appliances GmbH, Campus Fichtenhain 48, 47807 Krefeld, Germany (hereinafter referred to as "Sage") conducts a Trade Up campaign within the framework of these General Terms and Conditions.

### 2. Conditions for participation in the exchange campaign

2.1 These terms and conditions apply to the action "Trade Up 2019 Benelux" (hereinafter the "Action"). The place where the participant buys an action product determines which Sage branch can be designated as the organizer of the action and which area is referred to as the "action area".

If the participant buys the promotion product in an (Internet) shop with a business address in Belgium or Netherlands, the word "Sage" in these terms and conditions for this promotion refers to Sage as the organizer according to section 1. According to the place of bought are either Belgium or Netherlands the area of action.

By participating in the Action, the Participant (hereinafter the „Participant“) declares that he/she agrees to the terms and conditions of this promotion.

The general terms and conditions for this promotions can also be found on the following website:

<https://tradein.sage-appliances.nl>

<https://tradein.sage-appliances.be>

2.2 The following products participate in the exchange campaign:

Promotional product	Model designation	Amount payment
a. the Oracle Touch	SES990	200 €
b. the Oracle	SES980	200 €
c. the Barista Touch	SES880	100 €

2.3 The Trade Up campaign applies only to new goods which you, as an end consumer, have purchased in Belgium or Netherlands from an authorised dealer online or in a shop between 16 September 2019 and 15 October 2019.

2.4 You must request the premium by online registration by 29. October 2019 at the latest. You are obliged to inquire in advance whether the dealer accepts the old appliance and belongs to the group of participating dealers. Online applications or submissions after this date can no longer be considered. The action cannot be combined with other actions of Sage.

2.5 You are only entitled to take part in the exchange campaign if you have reached the age of 18. Employees of Sage and its affiliates may not participate in the exchange promotion. This offer is also not valid for resellers and dealers.

### 3. Execution of the promotion/registration

You have the following option to receive the trade-up bonus after a new purchase of one of the listed promotional products.

3.1 Execution of the action by online application form and proof of the old device delivery.

3.1.1 You buy a promotional product online or in a shop according to point 2.2 from an authorised dealer, apply online for a payment for the Trade Up promotion and prove with a picture that you own an old fully automatic machine.

Your registration to participate in the promotion is only possible on the Internet and the application for payment including all necessary documents (see section 3.1.2) must be submitted exclusively online.

3.1.2 Documents to be submitted for the exchange campaign:

- Registration at <https://tradein.sage-appliances.nl> or <https://tradein.sage-appliances.be>
- Upload/scan of purchase receipts/invoices of purchased Sage products
- Photo credits of your old fully automatic machine
- the bank details used to reimburse the promotional advantage

Sage reserves the right to request and inspect original proofs of purchase, to review all registrations and submissions for compliance with these terms and conditions and to request any missing proofs or credits.

3.1.3 You must upload the proof of purchase in the form of a scanned copy of the invoice of the Sage trading partner at the end of the online application. The invoice of the participating merchant must clearly show the registered product contained in the promotion, the article number, the serial number, the purchase price as well as the date of purchase. The date of purchase according to the invoice applies.

3.1.4 The exchange payment will not be paid if you

- have not purchased a promotional product during the promotion period,
- have not completed the online application form completely and correctly by 29. October 2019 at the latest,
- have not provided proof of purchase,
- have not complied with the conditions of participation in any way.

3.1.5 The following data is required for registration:

- Personal Address Data
- date of birth
- email address
- Name of the dealer
- bank account
- purchase date
- serial number

The name of the invoice recipient and the applicant must match.

3.1.6 If these conditions are met, the Promoter will endeavour to reimburse the relevant money-back amount within 30 days of successful registration by bank transfer to you.

3.2 Participation is only possible once per serial number of a specific promotional product (according to section 2.2) and per person in both cases.

3.3 Sage uses the following agency to carry out the campaign: Interpay Sales Promotions, IDA Business & Technology Park, Ring Road, Kilkenny, Ireland.

The agency is entitled, in compliance with data protection regulations, to process the submitted documents within the scope of this campaign and to view and save your data. Should questions arise or documents be requested subsequently, Sage or the agency will contact you independently.

3.4 Data protection: Personal data such as name, address etc. are stored and processed by Sage or by the executing agency or the authorized dealer only for product registration or disposal and otherwise exclusively within the scope of this campaign. This data will be treated strictly confidential, not passed on to third parties and not misused for advertising purposes.

3.5 You are responsible for the accuracy of the information and the legibility of the supporting documents. If you have provided incorrect information or if the above information is not visible on the proof of purchase, you are not entitled to participate in the Trade Up campaign.

### 4. Disruptions in the procedure/exclusions

4.1 If, after purchase and registration, you exchange the product or exercise your right to return or object to it, your right to participate shall lapse retroactively. Exchange bonuses already paid to you must be paid back to the organizer immediately without being requested to do so. The repayment must be made within 7 days after the return. The date of receipt of payment applies.

4.2 The promotional product must be a new and genuine Sage product. The organizer does not grant any services for used or imported promotional products. Duplications of names, serial numbers and/or account data will be checked.

4.3 Only those promotional products that have been purchased either stationary or online in the Belgium oder Dutch trade are eligible to participate. Products from auctions and auctions are not eligible to participate.

4.4 Sage reserves the right at any time to check all submitted documents for possible misuse and expressly reserves the right to take legal action in case of suspicion.

4.5 The promotional products are only available according to the respective stock levels. The Promoter assumes no responsibility if Merchants are unable to deliver the Promotional Products within the Promotion Period. If the product you want is not in stock during the promotion period, this will not entitle you to a promotional advantage at a later date. For the product availability in the period of the action Sage does not take over any warranty and adhesion.

4.6 Sage reserves the right to change the conditions of this promotion during the promotion and to adapt them to the changed circumstances. Sage reserves the right to interrupt or terminate this offer at any time without prior notice, taking into account your interests.

### 5. Applicable law and venue

5.1 The exchange campaign is subject exclusively to the law of the Federal Republic of Germany, excluding UN Law for the International Sale of Goods.

5.2 The place of jurisdiction for all disputes arising from or in connection with this contract shall be Düsseldorf.

### 6. Final provisions

6.1 An assignment of your rights and obligations under these General Terms and Conditions to third parties is only permitted with the prior consent of the Organiser; such consent will not be withheld without a reasonable reason.

6.2 Oral collateral agreements do not exist. All amendments to these General Terms and Conditions must be made in writing. This shall also apply to the cancellation of the above written form requirement.

6.3 Should individual regulations within these conditions of participation be or become invalid, the validity of the remaining regulations shall remain unaffected.

6.4 The EU has created an online procedure for the settlement of disputes between companies and consumers. Further information can be found at <https://ec.europa.eu/consumers/odr/>.

6.5 We are neither willing nor obliged to participate in any dispute resolution proceedings before a consumer arbitration body.

### 7. Contact for questions or problems.

7.1 If you have any questions or problems with the Trade Up campaign, please contact us at the following e-mail address: [sage@promotion-support.com](mailto:sage@promotion-support.com).

# Aunt



*Hands Free, Silky Smooth Milk.*

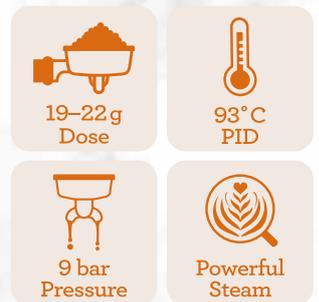
Receive up to  
**€200  
OFF\***

when you trade up  
your old coffee  
machine for a new  
Sage automatic.

the Oracle® Touch (SES990)  
the Oracle® (BES980)  
the Barista Touch™ (SES880)



All Sage Auto  
Espresso Machines  
deliver the 4 KEY  
ELEMENTS for true  
café quality coffee.



## Sage®

Master Every Moment®

16th September - 15th October 2019  
Terms and conditions apply.