

## **Keir Surgical Expands Sterility Assurance Rewards Program**

January 2016 – Vancouver, Canada – Effective January 1<sup>st</sup>, 2016, Keir Surgical is pleased to announce the expansion of its Sterility Assurance Rewards (StAR) Program. As a leading provider of sterility assurance and sterile processing products in Canada, Keir Surgical believes there is a responsibility to ensure that its customers reach their highest potential in sterility assurance excellence – an objective that is achieved through the StAR Program

The StAR Program was launched in 2014 to reward customers purchasing sterility assurance and sterile processing products with free products, educational services and interactive seminars. Due to positive customer feedback since its inception, Keir Surgical is excited to increase the number of StAR qualifying products and offer new rewards. Starting in 2016, in addition to SPSmedical products, customers purchasing Key Surgical and KS-MDR products now have the potential to earn StAR Points.

Any customers with total purchases of more than \$3,500 of qualifying products in a six-month period will earn customers 3% back in StAR Points. Each StAR Point is equivalent to one dollar which can be used to redeem for StAR Rewards. StAR Points can also be combined between affiliated facilities for select rewards, such as full day education seminars.

For more information or to request a brochure and 2016 StAR Rewards menu, please speak with your local Territory Manager or email [marketing@keirsurgical.com](mailto:marketing@keirsurgical.com).

### **About Keir Surgical Ltd.**

Keir Surgical Ltd. is a Canadian owned and operated surgical products company dedicated to providing its customers with quality products and service. For over 90 years, Keir Surgical has been supplying Canadian hospitals with high-quality surgical instruments, headlights and light sources, sterilization containers and trays, and sterile processing supplies.

###

### **Contact**

Patrick Haney, President

Keir Surgical Ltd.

Tel: 604.261.9596 ext. 223

Email: [patmhaney@keirsurgical.com](mailto:patmhaney@keirsurgical.com)