

FAQs

Loyalty Rewards Program

loyaltyrewards.bio-rad.com



What is the Loyalty Rewards program?

A: The loyalty program rewards you for purchasing the assays, kits, reagents and consumables you normally use with your CFX Real-Time PCR System, Bio-Plex™ 200 Suspension Array System*, or ChemiDoc™ Imaging System*. By purchasing and reporting eligible products within 12 months of enrollment, your instrument may be eligible for a free on-site service contract. Our online program allows you to report and track your purchases and monitor your progress towards earning a free service contract. Visit loyaltyrewards.bio-rad.com to learn more.

Which instruments are eligible for a service contract?

A: A service contract can be awarded on any CFX, Bio-Plex 200, or ChemiDoc System currently covered under warranty or service contract. This includes: the CFX Duet, CFX96, CFX384, CFX96 Touch, CFX384 Touch, and CFX96 Touch Deep Well, CFX Opus 96, CFX Opus 384, and CFX Opus Deepwell Real-Time PCR Systems; CFX Automation System II; Bio-Plex 200 System; and ChemiDoc, ChemiDoc MP, and ChemiDoc Go Imaging Systems. Instruments not currently covered by warranty or contract are eligible for enrollment and may earn a contract through a recertification process performed when the point threshold is met. This entails running a **CFX Qualification Plate** or **Bio-Plex Validation Kit 4.0** and submitting passing results. Reevaluation is waived for ChemiDoc Systems; however, pre-existing issues with the instrument may void this offer.

How do I report purchases and add to the qualified total of my loyalty program?

A: Add order information by selecting “Add Purchases” on the loyaltyrewards.bio-rad.com webpage. We will automatically attribute the amount spent on **eligible products** toward your loyalty program point total.

Does the loyalty program expire?

A: Yes, to earn a free service contract, the point threshold must be met within 364 days from the enrollment date. The program will expire and the balance reset to zero at the renewal date, which is one calendar year after the date the first instrument was initially enrolled. Instrument(s) will automatically re-enroll each year.

Why are my purchases not showing in my program?

A: To be included in the program total, a Bio-Rad sales order number, invoice number, Supply Center, or stockroom order must be reported through the loyaltyrewards.bio-rad.com webpage. If a purchase has been added and is not posted within five business days, please contact us.

Can I report purchases made prior to my enrollment date?

A: Qualified orders invoiced up to 30 days prior to enrollment may be reported and will count towards your program point total.

Who should I contact with questions or updates regarding my program?

A: Email us, loyalty@bio-rad.com

*CFX and ChemiDoc programs are valid in the U.S. and Canada. Bio-Plex program is valid in the U.S. only.

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