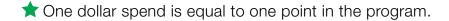![BIO-RAD] Loyalty ⭐⭐⭐ Rewards

Guideline Summary
Loyalty Rewards Program
loyaltyrewards.bio-rad.com

Enrolling a CFX96 Touch*, CFX384 Touch*, CFX Duet*, CFX96 Touch Deep Well*, CFX Opus 96*, CFX Opus 384*, CFX Opus Deepwell*, CFX Automation System II*, Bio-Plex™ 200*, ChemiDoc™*, Chemidoc MP*, or Chemidoc Go* System in the Loyalty Rewards program and adding purchases, may qualify the instrument for a free on-site service contract.

⭐ **One dollar spend is equal to one point in the program.**

- 12,000 points for the CFX and ChemiDoc Go, 30,000 points for the Bio-Plex 200, or 15,000 points for the ChemiDoc and ChemiDoc MP are required to earn a free service contract
- Only purchases of **eligible products** qualify for points
- Points accumulated are strictly dependent upon orders added to loyaltyrewards.bio-rad.com and may not reflect total spend with Bio-Rad
- Qualified orders placed 30 days prior to enrollment are eligible for points
- Registrant will be notified via email once the point threshold has been met
- Programs with multiple instruments, points will apply toward these devices as ranked on the program status page
  - Once a contract is issued, the instrument cannot be re-ranked until the following program year
- If a service contract expires prior to meeting the point threshold, the instrument must be validated by running a **Qualification Plate** (CFX) or **Verification Kit** (Bio-Plex), and the results must be emailed to loyalty@bio-rad.com
  - Only instruments with a "pass" rating will qualify for free service contract
  - Qualification plate and verification kit are eligible for points

⭐ **Order types accepted:**

- Bio-Rad Standard Order Number/Order Confirmation Number (100xxxxxxx)
- Invoice number (9xxxxxxx)
- Bio-Rad Supply Center orders
- Stockroom orders

⭐ **Program duration is 364 days from enrollment date — hereto considered the program year.**

- Program year begins the first day of enrollment
- Serial number(s) will automatically re-enroll annually
- Points do not roll over and will reset to zero at renewal
- Only one free service contract can be awarded per instrument per program year

View Terms & Conditions