

DIRECTION™

PREFERRED PARTNERS PROGRAM



BRASSELER
CANADA®

DENTAL INSTRUMENTATION

BY YOUR SIDE



"I have been very pleased with the Direction™ program and take advantage of it whenever I can. I love the flexibility it gives me to choose what I want when I want it."

- Michelle Dandridge, DMD



A Unique Program That
Can Save You Up To 28%
On Instrumentation Costs.



DIRECTIONTM

PREFERRED PARTNERS PROGRAM

Receive up-front rewards and ongoing savings when you make Brasseler Canada a preferred supplier to your practice. Experience immediate and extended savings and boost productivity.

PROGRAM BENEFITS

A substantial amount of FREE product provided to your office up-front.

Preferred Pricing on everyday purchases specifically tailored to your needs.

HOW THE PROGRAM WORKS

UPON ENROLLMENT

OVER THE NEXT 12 MONTHS

CHOOSE

Select any of our 15,000 high quality product(s) to receive FREE with our compliments.

Minimum retail value of \$1,000.

CONSULT

Receive preferred pricing on our products tailored to the needs of your practice.

Preferred pricing is guaranteed regardless of quantity or method of ordering.

MATCH

Purchase the same dollar amount purchased from Brasseler Canada during the prior 12 months.

Excludes handpiece purchases.

REDIRECT

Redirect routine purchases to Brasseler Canada amounting to 2.5x the value of your free product(s).

FREE PRODUCT VALUE	PREVIOUS YEAR PRODUCT PURCHASES FROM BRASSELER CANADA	COMMITMENT IN EXCHANGE FOR FREE PRODUCT (2.5x FREE PRODUCT VALUE)	TOTAL PURCHASING COMMITMENT	YOUR TOTAL VALUE		
\$1,000	\$500	+	\$2,500	=	\$3,000	\$4,000

*This is not an incremental cost to your practice.
You are simply re-directing product purchases from another brand to Brasseler Canada.*

By simply redirecting a portion of your routine instrumentation purchases to Brasseler Canada, you receive FREE product(s) and save money.



"The Direction™ Preferred Partners Program has given me the ability to upgrade my instrumentation with zero stress and on my own timetable. I've replaced every handpiece in my office without sticker shock or buyer's remorse. The program is simple to use and has put money back into my pocket."

- Tom Laster, DDS



Contact your local Brasseler Canada Sales Consultant to schedule a no-commitment appointment to find out how becoming a Brasseler Canada Direction™ preferred partner can benefit your practice.

(CAN) 800.363.3838 (USA) 800.841.4522

BrasselerCanada.com/Direction

Questions + Answers

▶ **THIS PROGRAM OFFERS GREAT VALUE – WHAT’S THE CATCH?**

There is no catch. You and your practice will benefit from instant savings. Brasseler Canada benefits with incremental sales to you. You are not purchasing any more product than you normally do... You are just “re-directing” your purchases to Brasseler and gaining up-front rewards and ongoing cost savings.

▶ **I AM ON AN ANNUAL REBATE PROGRAM WITH MY CURRENT SUPPLIER AND I DON’T WANT TO LOSE THAT. WHY SHOULD I PARTICIPATE?**

The amount of business you keep with your supplier will likely allow you to still reach your desired rebate. However, even if that is not the case, you will find that the dollar savings of the Direction™ program will likely exceed any rebate value offered by your supplier. Plus, Direction™ delivers your savings – FREE product – upfront. You do not have to wait for your reward.

▶ **HOW DO I KNOW THAT I WON’T PAY MORE FOR THE INSTRUMENTS THAT I CONVERT TO BRASSELER CANADA?**

Just ask, and your Brasseler Canada Sales Consultant will give you a fixed 12-month price. This can be done for any item in which you are interested or for which you have a concern.

▶ **WHEN DO I HAVE TO PURCHASE THE PRODUCT?**

You have a full 12 months to purchase the entire committed dollar amount and can choose from any of our 15,000 products.

▶ **I DON’T KNOW IF I WILL LIKE SOME OF BRASSELER CANADA’S INSTRUMENTS, CAN I TRY A SAMPLE FIRST?**

Go ahead and order risk-free. Brasseler Canada offers a 90 day, 100% money-back satisfaction guarantee, but if you would like to order a sample first just ask!

▶ **ARE THERE ANY LIMITS ON WHAT PRODUCTS I CAN PURCHASE TO FULFILL MY COMMITMENT?**

No. You may purchase any consumable items, handpieces, or handpiece repairs to fulfill your commitment.

▶ **CAN I ENROLL IN THIS PROGRAM A 2ND TIME AFTER I HAVE FULFILLED MY COMMITMENT?**

Yes! Many practitioners have done just that! We would welcome your re-enrollment. Simply contact your Brasseler Canada Sales Consultant for details.

▶ **HOW DO I RECEIVE MY PRODUCT?**

Everything, including any free product, ships directly to your office.



BRASSELER
CANADA®

We are the premier dental
instrumentation company in
North America.

Since 1976, our absolute focus has been to develop
products and provide services that support the
practice of core operatory procedures.



BRASSELER CANADA®



▶ DIAMONDS

Brasseler Canada is the leader in diamond instruments, offering the broadest product selection in the market.



▶ CARBIDES

Brasseler Canada offers a complete assortment of the highest quality carbide instruments for virtually any need - operative, restoration removal, trimming and finishing, surgical and laboratory.



▶ RESTORATIVE ENDODONTICS

Brasseler Canada offers everything a clinician needs from access and instrumentation through obturation and post placement.

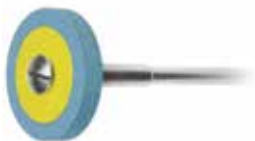


▶ HANDPIECES

Brasseler Canada offers a broad assortment of dental handpieces including clinical electric, low and high-speed air, ultrasonic, hygiene, endodontic, laboratory and surgical products.



BRASSLER CANADA®



▶ POLISHERS

Brasseler Canada has the widest selection of polishers with instruments and systems for virtually every polishing need.



▶ PROCEDURE SYSTEMS

Brasseler Canada specializes in procedure systems, many designed by leading clinicians, which can maximize operator organization, procedural efficiency and outcomes.



▶ HAND INSTRUMENTS

Brasseler Canada offers products for diagnostic, hygiene, operative, oral-maxillofacial and periodontal surgery as well as for the dental laboratory.



▶ LABORATORY INSTRUMENTS

Brasseler Canada offers a complete line of laboratory instruments for a wide array of applications and materials.



BRASELER CANADA® DENTAL

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