Specialty Surgical Instrumentation Launches Interactive Website

Specialty Surgical Instrumentation, Inc. (SSI) a division of Symmetry Medical Inc. (NYSE: SMA) and leading provider of surgical instruments and sterilization products, announced today the launch of a new interactive, e-commerce Web site at www.specsurg.com [1].
The new Web site provides customers with an enhanced and simplified experience. It makes it easy to find product information and features a streamlined log-in portal where customers will be able to quickly cross reference products and place orders. In addition, customers can check the status of an order, print invoices and view contract pricing. The interactive Web site includes the latest SSI product innovations.

“Our goal was to create a Web site that reflects SSI’s position as one of the top instrument and sterilization distributors in the U.S.,” stated Brian Moore, President and Chief Executive Officer of Symmetry Medical. “We constructed the Web site to help our customers easily find products and related information, cross reference and determine quote requirements, as well as place orders in just a few steps. In addition to significantly expanded product information, the new SSI Web site enables our customers to access solutions to their medical device needs quickly and easily.”

Mr. Moore added, “Symmetry and SSI are committed to providing our customers with innovative, high quality surgical products. We recently hired a new Senior Vice President of New Product Development, who we have tasked with expanding our offering of specialty surgical products. As we begin to ramp up our new product pipeline, our SSI customers will be able to easily access our newest releases through the new and improved SSI Web site.”

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Links:
[1] http://www.specsurg.com/