



## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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### Medical Device Design Veteran and Innovator, Ken Blier Joins NewGen Surgical, Inc. as Vice President of Product Development

March 15, 2016 – San Rafael, California – NewGen Surgical, Inc., announced that Ken Blier has joined the company as Vice President of Product Development. Mr. Blier will focus on new product innovation and operations. He will provide direction and feedback on the development of clinically effective, sustainably designed surgical products.

During his successful career, Ken worked with industry-leading companies and start-ups driven to introduce groundbreaking surgical instruments and procedures to the healthcare industry. He has been in the medical device field for over 18 years creating devices for companies, such as Covidien, Philips Medical, and others. He brings extensive O.R. and clinical experience in surgical procedures and equipment.

“Ken’s experience designing, developing, and commercializing medical devices will further help position NewGen Surgical as a pioneer of sustainably designed, single-use surgical products. With a number of product lines in various stages of development, Ken will be invaluable in driving them to commercial release,” said Rob Chase, Founder and President of NewGen Surgical, Inc.

“NewGen Surgical is a progressive and innovative company with a mission of designing and manufacturing sustainable products that will reduce energy, non-renewable resource use, and plastic pollution in hospitals,” said Ken Blier. “Being a part of such a dynamic company leading the charge for reimagining product design at a time when there is a growing market need and demand for sustainable medical devices and products is incredibly exciting.”

Mr. Chase added, “Working with Ken over the past year, as a consultant, clearly showed me what an asset it would be to have him as part of our team at NewGen Surgical. Ken is a top engineer able to bring our innovative sustainable design concepts through commercial release and launch. Ken’s location in Connecticut is ideal, as he is close to our fabrication and tooling companies, which are critical to successful product development, especially with our highest priority on clinical efficacy and performance, using innovative and alternative materials in the designs. ”

Ken holds a Masters in Electrical Engineering from The University of New Haven, and a Bachelors in Mechanical Engineering from The University of Connecticut. He has been an Adjunct Professor in Electrical and Mechanical Engineering Departments in various Connecticut colleges and universities for the past twelve years.

### About NewGen Surgical

NewGen Surgical, Inc. develops and manufactures sustainably designed, single-use medical devices and surgical products. NewGen Surgical’s mission is to minimize plastic waste in the O.R. by redesigning disposable products. NewGen Surgical offers hospitals and surgery centers a solution to their sustainability programs and meet Environmentally Preferable Purchasing (EPP) objectives. Founded in 2012 in the San Francisco Bay Area, NewGen Surgical is a member of Practice Greenhealth’s Greening the OR® Initiative and was commended in the 2015 Circular Economy Awards. For more information, visit [www.newgensurgical.com](http://www.newgensurgical.com).