



FOR IMMEDIATE RELEASE

Pure Processing Unveils New Brand Identity, Renewing Its Promise to “Raise the Standard” in Medical Device Reprocessing

Lisle, IL — January 5th 2025 — Pure Processing, a leader in medical device reprocessing solutions, today announced a comprehensive rebrand that reflects the company’s renewed commitment to raising the standard for safety, efficiency, and dignity in sterile processing and gastroenterology reprocessing departments.

The rebrand underscores Pure Processing’s longstanding partnership with the reprocessing professionals who stand on the front line of patient safety with updated visuals and a refined Mission Statement.

A Brand Built to Champion the People Behind Safe Healthcare

Every day, reprocessing professionals protect patients through work that is essential, technical, and often unseen. Pure Processing exists “to champion these professionals,” designing solutions that make reprocessing safer, more effective, and more dignified.

Founder and CEO Dan Gusanders had this to say about the rebrand: “Our mission has always been centered on the Customer. Reprocessing staff perform incredibly demanding work that few outside the field ever see. They deserve solutions that protect them, empower them, and make their work easier. Our new brand is a direct reflection of that commitment. We wanted an identity that honors who we serve and why we do this work.”

Pure Processing’s updated Mission captures this intent:

“To protect patients and empower reprocessing professionals by creating solutions that make their work safer, easier and more effective.”

Precision, Partnership, and the Pursuit of Excellence

The redesigned Pure Processing logo symbolizes the partnership, processes and expertise that defines instrument reprocessing.



According to Megan Litoborski, Operations Manager, “the bold ‘P’ in our new logo represents precision and partnership, two qualities essential to our process. We also chose a diamond accent to represent our ‘north star’: our Customers and Partners. The diamond also reminds us of our commitment to excellence. It focuses us on what’s most important in our work.”

“Our logo needed to reflect the truth of who we are,” said Gusanders. “The diamond is my favorite element—it represents that single moment of clarity when an instrument is safe and ready for the next patient. That’s what our customers make possible every day.”

What This Means for Customers

Beginning **January 5, 2025**, Pure Processing’s new look will begin rolling out across all platforms.

While the visual identity has evolved, the company emphasizes that its products, services, and customer experience remain rooted in the same steadfast commitment to partnership and support.

“Our customers can expect the same relationships, the same service, and the same passion,” said Gusanders. “It’s about clearly communicating the heart behind what we do. We love what we do, and who we do it for.”

About Pure Processing

Pure Processing exists to protect patients and empower reprocessing professionals by creating solutions that make their work safer, easier, and more effective. Pure Processing sets the standard for safe, ergonomic, and compliant medical device reprocessing, so that every healthcare facility can protect patients and preserve staff well-being.

For more information, visit www.pure-processing.com.

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