

Palmero's Happy Face Gets a New Look and Companion



If you're a longtime [Palmero Healthcare](#) customer, you are likely used to service with a smile—namely the Happy Face design that has become an integral part of Palmero's [Cling Shield® x-ray](#) apron brand. You may have seen the upbeat design on their aprons with the iconic blue and white stripes behind it.

According to Palmero president Karen Neiner, the “Happy Face” has been, and continues to be, a best seller. Many clinicians, especially those who work in pediatric offices, have come to rely on it because it puts children at ease, she said.

However, after 30 years of using the design, Neiner said Palmero thought the Happy Face could use a refresh. The company put a contest challenge out to a graphic design platform earlier this year. The idea sounded simple enough—update the existing Happy Face using the digital emoji style as an inspiration. Neiner said she and her team thought it might be a style that resonated with clinicians and patients alike.

Designers around the world entered their designs in the contest, and Palmero received more than 75 submissions, making selecting a design a challenge itself. The winner, who received a cash prize for his efforts, and his design, which will now be known as the “Smiley,” is now available in 3 unique Palmero's [Cling Shield®](#) child x-ray apron styles .

If you're looking to update your aprons with the new design, you can now purchase new aprons on the [Palmero website](#). “Smiley” is available in both the lead-free and lead-lined slate blue vinyl versions of the:

- [Cling Shield® Petite/Child Protectall Apron](#) (Ref #27SMILEY and Ref #27USMILEY)
- [Cling Shield® Petite/Child Patient Apron](#) (Ref #22SMILEY and Ref#22USMILEY)
- [Cling Shield® Pano-Petite/Child Dual Apron](#) (Ref# 26CSMILEY and Ref# 26CUSMILEY)

Neiner said Palmero is excited to roll out its new design and get feedback from customers. She pointed out that the tried-and-true “Happy Face” design isn't going away—it will still be available, too.



**RECYCLE/TRADE-IN
PROGRAM**

**Buy 1, Recycle 1,
Receive 1 apron hanger**



Go green with our eco-friendly and environmentally friendly X-Ray Apron Recycling/Trade-in Program

Simply...

1. Buy a new Palmero X-Ray Apron
2. Give us your old or unwanted apron of any brand to recycle
3. Get your FREE hanger!

New Recycling Program

Palmero is also making everyone smile with its new green initiative, its X-Ray Apron Recycling Program. The Environmental Protection Agency recommends recycling lead aprons, and now Palmero can help you do just that. If you send Palmero your old apron, the company will ensure that lead liners are sent for processing back to base material.

Palmero said the recycling program is part of its commitment to protecting patients and clinicians by also protecting the environment.

You can participate in the program if you're only looking for responsible disposal of aprons, but you can also take advantage of the trade-in element of the program and receive a free X-ray hanger. Simply purchase a Palmero X-ray apron and return an old one for processing, and receive your hanger (retail value \$18) from the company, so you can store your new apron in style.

Source: Dental Product Shopper