



Palmero Healthcare LLC
Customer Care: customerservice@palmerohealth.com
Media Contact: Pékina Norodom, pnorodom@palmerohealth.com

PRESS RELEASE
For Immediate Release
July 2018

Palmero Healthcare® Contest Bringing Smiles to Practices and Patients Everywhere

Stratford, CT, July 1, 2018—If you're a longtime Palmero Healthcare customer you're used to service with a smile, including the Happy Face design that's synonymous with Palmero's Cling Shield® x-ray apron brand. Now after 30 years of bringing smiles to patients, the Happy Face design is getting a companion. Rather than pick from a pre-existing design, Palmero decided to let the public find the new face of the company.

"The Happy Face has been a long time best seller and synonymous with our brand," said Palmero President Karen Neiner. "Many clinicians, especially those who work in pediatric offices, have come to rely on it because it puts children at ease. Once we decided the Happy Face needed some company, we held a contest to design the Smiley Face apron. The winning entry tapped a digital emoji style as an inspiration. We loved the design and felt it would be a style that resonated with clinicians and patients alike."

The contest drew designers from around the world. Palmero received more than 75 submissions, making selecting the winner a challenge in itself. The winner, who received a cash prize for his efforts, and his design will now be known as the 'Smiley'. It will be available this summer on select Palmero's Cling Shield® child x-ray apron styles.

The new Smiley aprons will come in 3 unique styles. It will feature medical-grade textured vinyl Cling Shield® backing that clings in place ensuring coverage by preventing slippage and providing stability and high-density lead along with Palmero's Lead-Free materials to effectively shield the patient from radiation. They will be available in Child Protectall Apron with Neck Collar; Child Apron, No Collar; Child Pano Dual Apron, No Collar. For more information, visit palmerohealth.com, email customerservice@palmerohealth.com or call 800.344.6424.



About Palmero Healthcare

Palmero Healthcare has been committed to bringing a wide range of infection prevention products such as hospital-level disinfectants, barrier products, and safety products to the dental community since 1957. With quality and reliable dental products, Palmero's goal is to become the recognized leader in infection prevention and safety products. We take pride in knowing that our legacy will continue to expand and flourish as a Hu-Friedy subsidiary where our MISSION is to provide infection prevention and safety products that protect clinicians, patients, and the practice.

Protecting Clinicians, Patients, and the Practice