

## **PRESS RELEASE**

May 29, 2019

### **Solmetex names Bill Gerety as Vice President of Marketing & Customer Experience**

NORTHBOROUGH, Mass. --Solmetex, LLC a leading global provider of amalgam separation technology and dental waste management solutions, is pleased to announce that Bill Gerety has been named as Vice President of Marketing & Customer Experience, a new position at Solmetex, reporting directly to President, Kevin Danahy. Gerety most recently served as VP of Marketing at Sirtex Medical Limited. Gerety brings more than 20 years of senior management experience in Marketing and Sales in the life sciences, consumer packaged goods and financial service industries.



"Bill has demonstrated excellence in his career in leading strategic marketing initiatives, establishing dominance in company / product branding and being a cutting-edge dynamic leader. I am confident that he will demonstrate greatness that will impact our partners, dealers, and customers. We are lucky to have Bill join our leadership team".  
~Kevin Danahy

Effective immediately, Gerety will be instrumental in developing the overall strategy for Solmetex, across marketing and customer experience/service initiatives. Gerety will be responsible for creating and executing innovative Marketing strategies, as well as, overseeing an exceptional Customer Service team which will be essential in transitioning a rapidly growing company to the next level while maintaining Solmetex' 25 years of on-going industry excellence.

"I am excited to join the world-class team at Solmetex. The leadership and talent at Solmetex, history of innovative technology, and commitment to its customers, provide a solid foundation for our future growth and success. I look forward to working with all the teams at Solmetex, as well as the customer-partners we serve, as we continue to develop and market novel solutions."  
~Bill Gerety

Solmetex has been the industry leader in the manufacturing of amalgam separators for over 25 years within the dental industry, with a primary focus on keeping dental practices compliant with the ever-changing regulatory environment. The Hg5 series of amalgam separators are ISO 11143 certified, accompanied with a simple recycling and compliance program that meets all EPA dental regulation requirements on the handling and disposing of amalgam waste within the dental practice.

For more information, please contact Solmetex 800-216-5505 or visit [www.solmetex.com](http://www.solmetex.com).