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**FOR IMMEDIATE RELEASE**

**Genesis Plastics Welding Hires Sales Leader to Spur Continued Growth for Contract Manufacturer of Thermoplastics Products**

*Success attributed to company's proprietary heat sealing technology to weld plastic, polyethylene, polypropylene and low-loss polymers*

**INDIANAPOLIS** (November 3, 2009) – Genesis Plastics Welding, a leading contract manufacturer of radiofrequency (RF) welded thermoplastics products, recently hired Mark Vermillion as a sales manager to help facilitate the company's continued rapid growth. Vermillion is a proven leader in the local product manufacturing and supply chain industries, joining Genesis Plastics Welding from Wurth Service Supply where he served as director of sales and customer development.

"Even in this challenging economy, Genesis has continued to enjoy success," says Tom Ryder, vice president of sales and marketing for Genesis Plastics Welding. "Mark will be a great asset as we accommodate escalating demand for our RF plastics welding services across numerous segments including the medical, military and automotive industries. Specifically, we are experiencing an increased interest in our unique plastics welding technology, ecoGenesis, which enables our customers reduce their manufacturing costs and replace the use of PVC.

Vermillion brings to Genesis nearly 25 years of experience in new business development, relationship management and customer retention. He holds a bachelor's degree in industrial education and manufacturing processes from Bowling Green State University.

**About Genesis Plastics Welding**

Genesis is a plastics welding contract manufacturer specializing in the radiofrequency (RF) welding of thermoplastic products and components for industries including medical, military, automotive, marine and consumer products. Unique to the plastics welding industry, Genesis' proprietary heat sealing technology allows RF welding of polyethylene, polypropylene and nearly any low-loss polymer in film, foam and fabric layers. The technology is ideal for the replacement of Polyvinylchloride (PVC) and Polyurethane with "green", phthalate-free plastics as it causes polymers with low dielectric loss factors to respond to RF welding just like PVC. The company's plastics welding technology, ecoGenesis, also aids in cost reduction as it eliminates the need for expensive heat seal additives and enables the substitution of lower cost raw materials. Available for private licensing to manufacturers, ecoGenesis can be quickly integrated into any existing RF heat sealing machine. Contact Genesis Plastics Welding, headquartered near Indianapolis, Indiana, at 317-485-7887 or visit [www.genesisplasticswelding.com](http://www.genesisplasticswelding.com).

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