



GWM Products, LLC, announces U.S. market expansion

Dan York added as Director of Sales as part of nationwide growth initiative.

Irving, Texas – Sept 16, 2014 - Dan York has been named Director of Sales for GWM Products, LLC, manufacturer of the RTD® Advanced Wound Care Dressing, as part of the company's plan to expand its sales presence in the U.S. Under York's leadership, GWM Products, LLC, is aggressively recruiting, hiring and training direct field sales representatives in new sales territories that will complement existing independent sales channels. The company plans to add up to 20 sales representatives in major metropolitan areas during the next six to eight months.

Dan will recruit and manage the company's sales team, implement sales initiatives, track sales goals and objectives, and facilitate product adoption. The sales team will focus on building a strong presence of RTD® Wound Care Dressing in both the acute and post-acute clinical markets.

With more than 20 years of sales and sales management experience in wound care, Dan brings extensive experience developing and directing new sales organizations for wound care product launches. He has worked with such companies as Boehringer Wound Systems, LLC, Xylos Corporation and Derma Sciences.

"We're delighted to have an industry veteran spearheading the ramp up of our sales team," said Dr. Jean Achterberg, GWM Products, LLC, President. "His drive and expertise will help us accelerate the substantial business growth we have achieved, and allow us to continue to exceed the expectations of our customers."

RTD® regulates wound bed moisture, improves healing without maceration, and decreases pain following application. It absorbs at least 20 times its weight and is twice as absorbent as other dye-based dressings on the market. RTD® draws infectious exudate away from the wound bed through the capillary action of the foam and the electrostatic and antimicrobial mechanisms of the active ingredients (Methylene Blue, Gentian Violet and Silver).

About GWM Products, LLC

GWM Products, LLC, based in Irving, Texas, manufactures and distributes RTD® a line of advanced wound care products. RTD® is the only dressing that combines the antimicrobial and antifungal properties of methylene blue and gentian violet with the added benefits of silver. GWM Products, LLC, provides innovative wound care products that address the multiple priorities of wound healing while supporting the economic and time-saving needs of healthcare providers.

RTD® is FDA cleared and is indicated for the treatment of partial to full thickness wounds with moderate to heavy exudate. RTD® is available in various sizes and thicknesses.

**To learn more, please go to www.RTDWoundDressing.com
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