

## MicroCare Appoints a New VP of Global Sales & Marketing

New Britain, CT - MicroCare, LLC is pleased to announce that Ray Bellavance has joined the company as the Vice President, Global Sales & Marketing. Ray is responsible for establishing and implementing the sales and marketing strategy for MicroCare in North America and will advise on and support sales and marketing efforts in Europe, UK and Asia.

Ray joins MicroCare with nearly 30 years of experience selling industrial chemicals and tools, including MicroCare products, in his prior role at Jensen Tool & Supply (now owned by Test Equity).

Before joining MicroCare, Ray held top-level management positions in the power and hand tools industry. He started his career as a salesperson for Dexter Corporation and progressively advanced into roles at Stanley Black & Decker, Danaher Tool Group, Craftsman and most recently, as President at Fein Power Tools.



He received a bachelor's degree in psychology from Excelsior College, in New York.

Tom Tattersall, MicroCare CEO said, "Ray brings a proven track record of success and will undoubtedly make a great contribution to the continued success of our organization."

Ray is excited to be joining the MicroCare leadership team. He said, "I've always been impressed with the culture and the quality of people working at MicroCare. I'm happy to be joining such a committed, customer-focused company and look forward to helping MicroCare grow."

**END**

**Editor's Notes:**

Fast-growing MicroCare, LLC is a global company based in New Britain, CT. Since 1983 it has been the leading manufacturer of safe, environmentally progressive chemistries and tools used in critical cleaning. These products are supplied to industries as diverse as electronics, metal finishing, transportation, communications, medical devices and aerospace. MicroCare employs a skilled team of chemists and technical engineers to help companies use these fluids properly, safely and more economically.

MicroCare has an ISO 9001:2015 registered quality system and is continually improving and expanding its range of products with a full R&D lab located in New Britain, CT. MicroCare has two manufacturing facilities in New Britain, CT, a global logistics center in Rocky Hill, CT., production and lab facilities in the UK, and distribution centers in Belgium and Singapore. MicroCare includes the MicroCare™ fluids, Sticklers™ fiber optic cleaners, MicroCare Medical™ and Certol™ among its brands.

***For all media enquiries contact Sally Stone, [sally@hartmarketing.com](mailto:sally@hartmarketing.com)***