

Optimer Brands Appoints New Chief Executive Officer

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/EINPresswire.com/ -- Optimer Brands is pleased to announce the appointment of new CEO Darryl Schimeck. Optimer Brands is the company behind the DRIFIRE® brand of flame-resistant work wear. Schimeck brings with him his proven record for success within the industrial industry.

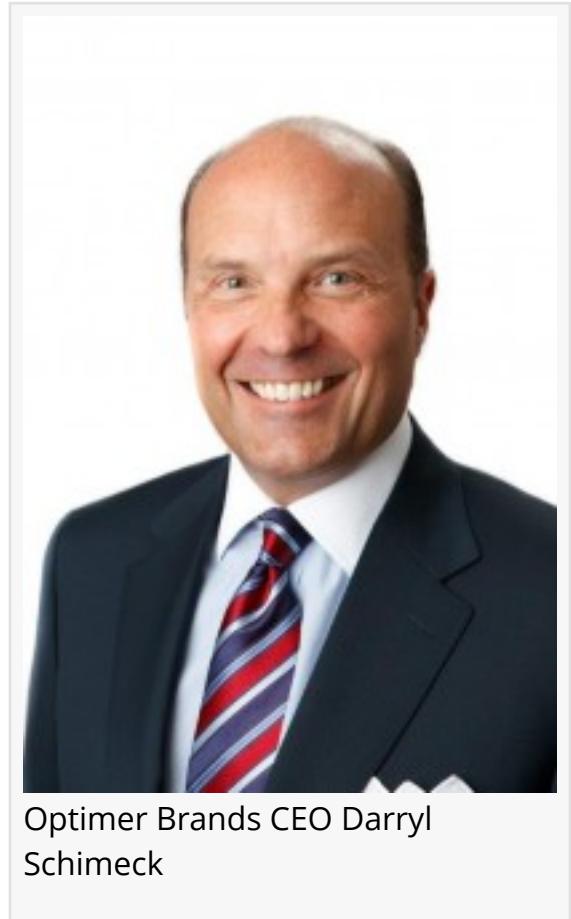
Optimer Brands, the Company behind the DRIFIRE® brand of flame resistant fabrics and flame resistant work wear, and drirelease®, the patented fabric technology that enables brands to create performance apparel, is pleased to announce the appointment of Darryl Schimeck to chief executive officer.

As Optimer Brand's current chairman of the board, Schimeck brings Company history and knowledge to his new role as CEO. His proven record of success within the industrial industry confirms his aptitude for business growth, strong leadership abilities and focus on operations and process. As CEO, Schimeck will be responsible for the Company's overall strategy.

"I am delighted to have the opportunity to work with the Optimer team on a full time basis. I know firsthand the importance of reducing heat-stress related hazards and the productivity improvements that comfortable [flame resistant clothing](#) can bring to the industrial marketplace. DRIFIRE products have been proven on the battlefield and we look forward to taking them to oil fields, refineries and utilities worldwide," said Schimeck.

Schimeck joins Optimer Brands from Veolia ES Industrial Services where he served as president and CEO, and managed overall operations of the largest industrial cleaning services company in North America. Prior to Veolia, Schimeck served as President of Atlantic Plant Services, Inc. and United Anco Services, Inc., both members of The Brock Group.

Schimeck holds a BA in Economics from Alma College in Alma, Mich. He serves on the board of directors at Mercy Home for Boys and Girls in Chicago.



Optimer Brands CEO Darryl Schimeck

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Darryl Schimeck

About DRIFIRE

DRIFIRE (www.drifire.com), a premier developer, manufacturer and marketer of arc flash clothing, offers garments providing optimal levels of comfort, moisture management and flame resistance, making DRIFIRE one of the leading retailers of performance garments today.

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