

PRESS RELEASE

From 17 August, Weimat is turning its LeanMask into a fashion accessory in ten different colours, with a Kids version! Finally, consumers can buy individual items — Welcome to the LeanMask Fashion and the LeanMask Kids!

When it arrived last June, the **LeanMask** very soon aroused consumers' interest. With a growing increase in the number of daily requests, Weimat decided to extend its offering — which until then had been limited to B2B orders in batches of 20 items minimum — to B2C. After finding a partner to distribute its durable mask, Alex Weiss, Weimat's CEO, finally decided to launch direct sales on its website of a new model of LeanMask, the **LeanMask Fashion**. Still durable, reliable and 100% Belgian, the LeanMask Fashion is a version of the LeanMask Day in a range of over ten different colours. It will be available from 17 August on the www.lean-mask.com website at the price of €19.90 (incl. 25 filters FFP1).

A children's version, the **LeanMask Kids**, will also revolutionise the return to school (for children between 6 and 14 years old).

Repurposing of a flagship Belgian company

Let us recall that in March, in the midst of lockdown, Axel Weiss decided to diversify the activity of his company that specialised in the design and manufacture of plastic parts for the automotive and aeronautical sector. Very soon, with his team of designers and technicians, he developed a durable mask, the **LeanMask** with a small certified filter. The mask is air-tight and can be washed very easily. A 'made in Belgium' solution to the current overconsumption of disposable surgical masks. He tested his masks' values successfully, for certification purposes, but it was an uphill struggle... In the meantime, the **LeanMask Day** was improved further and the target of 10,000 masks was soon achieved. It is very popular with physiotherapists, dentists, pharmacists, tradespeople, medical centres, police stations, Weimat's automotive clients, hotels, and many more...

When one of Alex Weiss's two daughters wore the LeanMask that had been freshly developed by her father, she chose the black version and matched it to her fashionable outfits. Sylvia Weiss, Alex's wife and active shareholder in the company, chose the white version to match the LeanMask to her smart casual outfits... Soon, all her friends and family wanted them too... and why not in red, blue and pink...? Weimat's LeanMask Fashion was created...

About the mask

The reusable, recyclable and durable mask sold by Weimat is a light and supple plastic mask made from the synthetic material TPE (not irritating to the skin). Two models have been developed. LeanMask Day, the equivalent of the surgical mask often called the 'citizen mask', is sold with a pack of 25 FFP1 filters but can also be worn with FFP2 filters for those who wish.

And LeanMask Med: made from medical plastic, it has fine lips around its contour. Very, very air-tight, it hugs the curves of the face and nose. It may be used with an FFP2 filter.

The only part of the mask that has to be replaced daily is a small rechargeable fibre filter (FFP1/FFP2 certified) that is supplied to Weimat by a neighbouring firm. The mask may be attached to either the ears or the back of the head, with two supple adjustable plastic straps. All the parts (except for the small piece of filter fabric) may be washed in soap and water, in the dishwasher or in the washing machine. A certified medical plastic variant is also available for specialist sectors and may be reconditioned in a sterilisation machine that is found in hospitals.

With LeanMask Fashion, the durable mask is joining the world of style, and now interprets this necessary measure into a trendy, everyday accessory. It will be available from 17 August.

There is also now a mask for children in their size, which can be adapted to every face with its fastening straps and is sold in several colours. They'll be set for school!

About Weimat

Weimat was founded thirty years ago by the father of Alex Weiss, the current CEO. This company originally specialised in precision mechanics for the aeronautical sector, and then turned towards the design and manufacture of plastic injection moulds, specialising in short runs and the manufacture of complex prototypes. 16 years ago, after training in the automotive tools sector in Switzerland and Canada, Alex Weiss joined the family firm of 5 or 6 people, developing it into an SME that occupies 6,000 m² with 45 workers (industrial designers, specialist technicians, production workers and administrative employees). The company diversified its activities into OEM (for the most prestigious car brands) and developed its expertise in precision mechanics. Weimat's turnover until 2019 was from 8 to 10 million euros. Although some sectors are still performing well, such as the design and manufacture of PET injection moulds (to produce water bottles for example), other departments have been affected by the crisis with a 25% fall in turnover. These include precision mechanics as well as tools, moulding and injection, mainly for plastic car accessories. Because these production chains slowed down and Weimat anticipated the future shortage in masks, the company decided to launch into the design and production of durable 'made in Belgium' masks.

Practical information

www.lean-mask.com

Price:

LeanMask Fashion (Light pink, Green, Cognac, Lilac, Red, Blue, Blue-grey)

EUR 19.90/item incl. VAT (incl. 25 FFP1 filters)

LeanMask Kids (Light pink, Green, Cognac, Lilac, Red, Blue, Turquoise, Emerald)

EUR 14.90/item incl. VAT (incl. 25 FFP1 filters)

LeanMask Day (Black, Anthracite, Grey, Light grey, White, Translucent)

EUR 17.90/item (incl. 25 FFP1 filters)

LeanMask MED (Translucent)

EUR 24.90/item incl. VAT (incl. 25 FFP2 filters)

Filter: FFP1 or FFP2

Packet of 25 items: EUR 9.90 incl. VAT

For masks and filters, larger quantities are available on request.

Buyer contact

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