

everyday 2.0

CERTIFIED COMMUNITY MASK



TESTEX®

Community Mask

Kt Home
SWITZERLAND

PRESS KIT



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EVERYDAY 2.0 THE CERTIFIED COMMUNITY MASK THAT IS BOTH EFFECTIVE AND ECO-RESPONSIBLE



The Covid 19 pandemic has required us to make major changes to our day-to-day behaviours. But is this any reason to sacrifice our ecological concerns by using millions of paper masks which have a huge impact on the environment? Why endanger our own health and that of others by using fabric face coverings which may or may not be effective? Swiss company KT Home SA, a specialist in microfibres, has developed an antimicrobial mask for general use which is ergonomic, ultralight, washable and reusable. Made in Switzerland and available in six sizes, the Everyday 2.0 mask is one of only two “community masks” to have been certified by Testex® in compliance with the requirements of the “Swiss National COVID-19 Science Task Force”. Combining optimal protection, ecology and savings



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EXCLUSIVE, INNOVATIVE TECHNOLOGY



The Everyday 2.0 mask is not made with fabric, but with knitted **microfibre**. As its name indicates, microfibre is made from lots of polyester microfilaments which form the knitting yarn and can be mixed with other fibres. Our cutting edge product is distinguished by its 90% polyester microfilaments, complemented by 10% silver fibres, known for its antimicrobial capacity and mixed with spandex (elastane) in the form of microfilaments. A major asset for **maximum protection and exceptional comfort**, two must-have characteristics in a mask for everyday use.

The Everyday 2.0 mask, the redesigned version of our Everyday Classic mask, is the **only mask in the world** made with high tech ultrafine nanofibre-based microfi-bre, **free from any**

chemical products, with the added bonus of an **exclusive innovation** developed in our Biel / Bienne factory, for which we have **filed a patent application**.

Result: an ultralight, ergonomic, anti-UV mask, which makes it possible to breathe comfortably, keeps its shape and prevents glasses from fogging up if it is properly fitted. An anti-allergen mask which is ideally suited to sensitive skin and can be worn for several hours at a time. A re-usable mask that can be machine washed at 60° and retains all its antimicrobial efficacy until it is totally worn out (until a hole appears).

A TESTEX®-CERTIFIED COMMUNITY MASK

The “**community mask**” is an antimicrobial mask intended for general wear in any situation where it is compulsory or advisable to protect each other, except for medical staff working in a hospital environment.

La “**Swiss National COVID-19 Science Task Force**” has established detailed criteria for community masks, which can be applied to **two very demanding certifications** :

- **Oeko-Tex 100**
This certification guarantees a neutral product, **without the addition of any chemical substances that are harmful to health**, where all aspects are very carefully controlled: quality of fibres, dyes and seam threads (for cotton the fibres must not contain any pesticides).
- **Testex®**,
These tests are carried out by the **EMPA** (Federal laboratory for testing materials and research) and guarantee optimal performance at all levels:

1. Particle filtration efficacy: the mask must filter at least **70%** of aerosols with an average size of **1.0 micrometre**
2. Air permeability less than **70 pascal** per cm²
3. Splash resistant: no penetration of liquids in accordance with European standards **EN1468**
4. Solidity and resistant to washing (resistant to changes in colour and size, resistant to saliva and perspiration).

The **Everyday 2.0** mask fulfils all of the conditions required by these two certifications, and exceeds the **Task Force** requirements for particle filtration.

It is one of only two community masks to currently benefit from the **Testex®** label, which makes our business a public interest company.





TESTEX®

Tested according to the recommendations of the
Geprüft auf Basis der Empfehlungen der
Contrôlé selon les recommandations de
Swiss National COVID-19 Science Task Force


COMMUNITY MASK


FFP


SURGICAL


REUSABLE


WASHABLE

LABEL ID:175254

Read manual and wash mask before first use!
Vor Gebrauch waschen und Gebrauchsanleitung lesen!
Veuillez lire la notice d'emploi et laver le masque avant utilisation!

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20027 191349-TESTEX
Tested for harmful substances.
www.oeko-tex.com/standard100



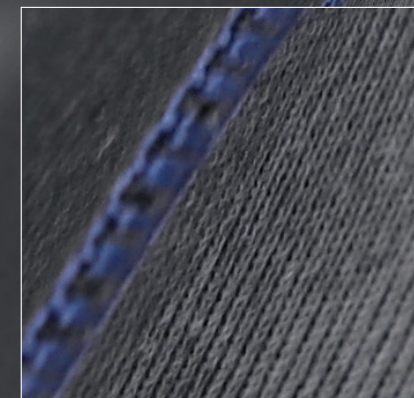
**TEXTILE TESTING AND CERTIFICATION –
WORLDWIDE WITH SWISS RELIABILITY.
SINCE 1846. www.testex.com**

INCREASED EFFICACY

Compared with our Everyday Classic mask, which offers excellent protection, the Everyday 2.0 mask provides even greater efficacy for only a small difference in price.

To compare the fibres in the two masks we asked the Swiss Integrative Center for Human Health (SICHH) laboratory in Fribourg to carry out microscope imaging. This imaging was performed on stretched masks to replicate how the fabric is stretched when worn. Two major differences can be observed:

1. The fibre of the Everyday 2.0 mask became **finer**, it has almost double the number of microfilaments over an equal surface area in comparison with the Everyday Classic. The denser the fibres, the more effective the filtration.
2. There are about **three times fewer** pores over an equal surface area in the Everyday 2.0 mask fibre that in that of the Everyday Classic mask. This characteristic confirms the higher filtration performance of the Everyday 2.0 model.



A SENSIBLE ALTERNATIVE TO PAPER MASKS



The problems associated with paper or cellulose masks go beyond **deforestation**, which is in itself an ecological disaster. Used masks can be seen everywhere, on pavements, on verges, in lakes and oceans around the globe - with serious repercussions not only for human beings, but also for our planet's flora and fauna. In addition, various studies into the subject clearly demonstrate that millions of masks are **not compliant** with protection requirements.

Paper and cellulose masks have many disadvantages in terms of **health, ecology and finances**:

- They present a health risk due to lack of certification and the use of toxic materials
- They endanger the health of the general public, as they are still liable to be infected

- They have a significant impact on the planet, because they are so light that they can fall out of pockets or are simply thrown down on ground.
- They generate considerable volumes of waste, because they must be disposed of after 3 to 8 hours of use or when they are wet.
- They are expensive to import, with exponential volumes occupying significant space (air transport)
- Their disposal creates problems as they release toxic gases into the environment.

In comparison, Everyday 2.0 stands out with its certified filtration performance, its innocuousness and its ability to be washed and reused.

Thanks to its microfibre composition, it doesn't need to be washed after each use. Simply hang it up in an isolated space for a minimum of 12 hours - this is why it is recommended that you wear **2 masks alternately**. Once it is worn out, the mask should be washed a last time and then placed in a textiles recycling bag.

Since the middle of December 2019, China has opened more than 38,000 paper mask factories.



MAJOR SAVINGS



TWO EVERYDAY 2.0 MASKS WILL LAST 1 YEAR.

COST: 2 X CHF 21.50 = CHF 43.-

THE PAPER EQUIVALENT? 730 DISPOSABLE MASKS.

COST: 730 X CHF 0.60 = CHF 438.-

A CAREFULLY-RESEARCHED DESIGN - FOR COMFORT AND STYLE



In addition to their protective properties and light weight, we spent a lot of time on the design of our masks to guarantee **optimal comfort**, meaning it can be worn for several hours at a time. Their shape was designed to provide sufficient **cover** without letting anything pass, to stay perfectly in place without needing to be readjusted by hand and to be comfortable around the ears. Deliberately **understated**, this **ergonomic** design means that masks can be worn in all circumstances.

SIX SIZES FOR ALL AGES AND FACES

To ensure that the masks fit everybody's morphology perfectly, we have developed and now offer **six sizes**, one of which is intended for children aged 8 (-/+2 years).

UNE LARGE PALETTE DE COULEURS

Aesthetic appearance has also been improved with a selection of colours to suit every taste.

Our masks are currently available in the following colours:

- black with blue and blue thread for the Everyday 2.0 mask
- black, blue, khaki, white with red, burgundy and black interior with blue thread for the Everyday Classic mask.

We are also waiting for the 2.0 certification for the black, blue and khaki models.

As the seasons change, new colours will be added to this range in order to suit various wardrobes, both male and female.



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SIZES & COLOURS



	SIZE	LENGTH	HEIGHT	
BLACK	XS	5.70 inch	4.35 inch	
	S	5.90 inch	4.70 inch	
BLUE	M	6.10 inch	5.10 inch	
	L	6.50 inch	5.70 inch	
	XL	6.70 inch	6.30 inch	
	XXL	6.90 inch	6.70 inch	



AN ECO-RESPONSIBLE APPROACH



Whether it is **Keller Trading SA** (specialists in microfibres for professional use, and particularly in clock-making) or **KT Home SA** (with products for the general public), the philosophy driving our two companies is always based on the **needs of the world around us**. Each of our developments must comply with the basic rules that we set ourselves and which we constantly update on the basis of our technological progress.

IN LINE WITH OUR ECO-RESPONSIBLE APPROACH, A MICROFIBRE MUST:

- be sufficient in itself, without the addition of any solvents or other by-products
- provide significant added value for the planet and for humankind
- replace an existing toxic product
- be innovative, reusable and affordable by everyone

- be in line with an ethical code on the source of materials
- follow changes in recycling trends (the next stage will be to work with recycled rPet polyester)
- be packaged in recyclable packaging.

Compostable packaging

Individually distributed for hygiene reasons, our Everyday masks are packaged in the **first transparent bio-compostable bag**, 100% wood fibre, named BioCello



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A CONCRETE COMMITMENT



Through our developments and our communication, we want to **act responsibly** within and towards the world around us. Communicating on a product is a good thing, but supporting various initiatives and contributing to raising awareness and changing behaviour is even better. The satisfaction derived from being able to support causes that benefit our fellow human beings and our planet is the greatest reward for Keller Trading SA and KT Home SA. This is why since receiving the “Veuve Clicquot business woman award” in 2009, our founder and chair, Babette Keller Liechti, has chosen to leave the running of the businesses to her children and to further her commitment to her beliefs - by investing

her energy in the development of innovative products, by publicly displaying her opinions, by taking part in conferences and by **using her products as a megaphone**. This is also the case for our Everyday masks.

Babette Keller Liechti realised that Covid-19 and the barrier measures that were imposed to prevent contamination were generating serious problems for our planet. She therefore decided to use Everyday masks not only to protect the population, but also to **promote actions** that aimed to raise general awareness of subjects that, for the time being, seemed to have been forgotten. The Everyday masks can be printed with a range of logos and are often sold to raise funds for humanitarian or environmental causes.



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THE EVERYDAY 2.0 MASK AT A GLANCE



The Everyday 2.0 mask has all the necessary qualities for a mask that is used daily:

- It has the highest level of protection required for a community mask
- It is ultralight, offers extensive cover, keeps its shape & is comfortable
- Its fibres impart an antibacterial, anti-UV and anti-allergen action
- It can be reused and washed several times without losing its protective qualities
- It is attractive and available in six sizes and soon in a range of colours
- It is delivered individually wrapped in compostable packaging
- It is available at a very affordable price that is quickly recovered in comparison with disposable paper masks.

The Everyday 2.0 mask is therefore the best option for everyone between the ages of 7 and 77 years (and above...) and for all private events, sports, school and professional needs. The ideal choice combining health efficacy, environmental respect and savings.



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<https://kt-boutique.com/pages/mediatheque>