

Karam Industries launches disposable face mask range

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Unveils first-of-its-kind RF 01 – RFH 02+ disposable face masks range to offer advanced protection to frontline industrial workers

KARAM, India's leading Personal Protective Equipment (PPE) manufacturing company based in Noida, has launched its 'Disposable Face Masks range' to offer protection against viruses, bacterial microorganisms, dust, pollen and smoke.

Bearing in mind the ongoing pandemic, the brand has introduced first-of-its-kind RF 01 – RFH 02+ Disposable KARAM Face Mask range with an aim to offer quality, comfort and affordability to frontline industrial workers.

The product was virtually launched by Mr. Hemant Sapra (President, Global Marketing) and Mr. Rajesh Nigam (President, Technical) at KARAM Industries in the august presence of Mr Amitabh Kant - CEO, NITI Aayog and renowned actor and television host Manish Paul who also hosted the entire launch event.

KARAM has introduced 8 variants of disposable masks designed to filter air contaminants which helps the user to breathe germ-free air. The new mask range is made of light weight, sweat absorbent Polypropylene material that comes with adjustable nose clip for a comfortable fit.

These masks are equipped with innovative wrap-around design which covers full face down to the chin. Designed to offer advanced protection at extended hours to frontline and industrial workers, these mask comes with three key aspects – Elastic ear loop, Exhalation Valve and Elastic headband to offer ultimate comfort during prolonged usage.

With increasing number of COVID-19 cases, the company has expanded its PPE portfolio with disposable face mask range as extended use or re-use of masks decreases the level of safety. The mask ensures durability of 12-hours (cumulative) with single use for different industrial workers and can also be used for daily activities.

Catering to the growing demand of face masks, KARAM's face mask will be available for purchase across India, at all e-

commerce websites including Amazon and Flipkart starting August 10th, 2020. The masks will also be made available across retail outlets and medical stores.