



FALL VIRTUAL CONFERENCE

S1.3: New Facemask Media Developments

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ABSTRACT

The recent COVID-19 pandemic left our healthcare and medical frontline workers in short supply of facemasks and related PPE. The additional demand of consumers wearing facemasks in public resulted in an already constrained supply of polypropylene spunbond and meltblown media becoming even more critical. This presentation will provide background on the market opportunities and recent media developments associated with the pandemic. New facemask value propositions associated with reusable/cleanable facemasks, antimicrobial capabilities and nanofiber based technologies will be introduced and supported with data.