

High Efficiency Mask Market and Proactive Program for Suppliers

A service offered by the McIlvaine
Company



Coronavirus Mask Decisions not only provides the necessary insights but helps shape the markets for masks, media, components, testing, and consulting.

This is one of the largest and most volatile markets in history. As a result, maximizing profits will depend on weekly course changes to pursue both the low hanging and high hanging fruit.

Masking Profits

McIlvaine offers a complete program to identify the opportunities and create the best market strategies.

A market initiative to identify purchasers and convince them of the merits of the product is available.



Pursuing the Low Hanging and More Desirable High Hanging Fruit

The high hanging fruit includes the poorer countries and the worldwide mask use for air pollution and contaminant protection.

The low hanging fruit includes what is possible in the first half of 2021 and primarily in wealthy countries.



Nanofibers and membranes

Variety of fit testing methods and services

CATER Masks

Quality Control from manufacture to use

Meltblown media

Present qualitative and quantitative fit testing methods

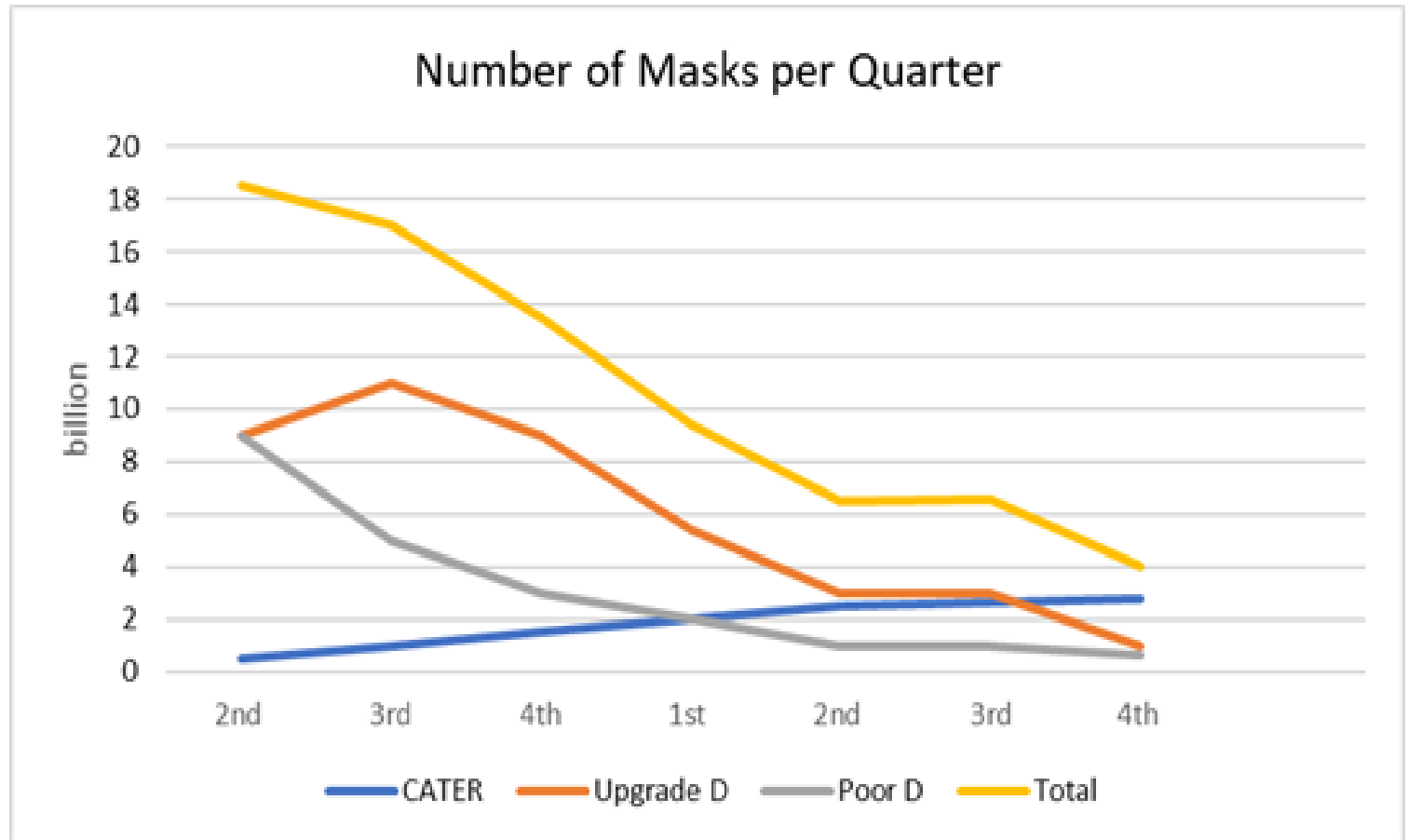
Disposable masks with braces



Billions of high efficiency masks will be needed to eliminate COVID. Presently this market is mostly served by inefficient masks labeled “Poor D” in the graph. A combination of upgraded disposable masks (Upgrade D) and Comfortable, Attractive, Tight Fitting, Efficient, Reusable (CATER) masks will end the pandemic.

Longer term CATER masks will be finding greater use for protection against air pollutants, wildfire smoke and other air contaminants

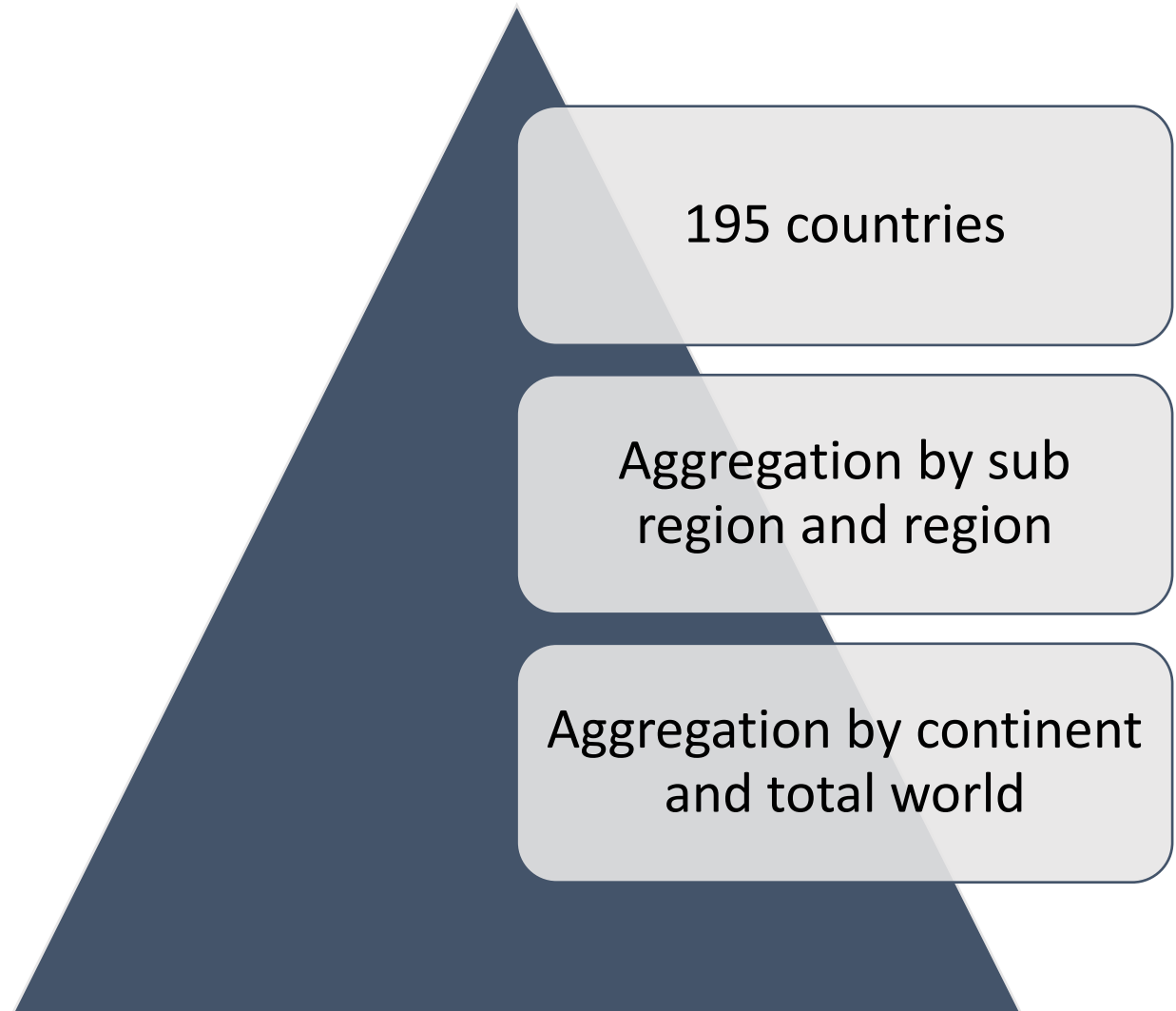
The average person has two colds per year. In the future most will wear courtesy masks when infectious and in public space



McIlvaine maintains current statistics for each country of the world including population, GDP, residential and commercial construction.

Production data for each major activity from entertainment to meat processing is also maintained.

A range of product analyses from residential water to commercial HVAC provides solid background data for mask related forecasting.

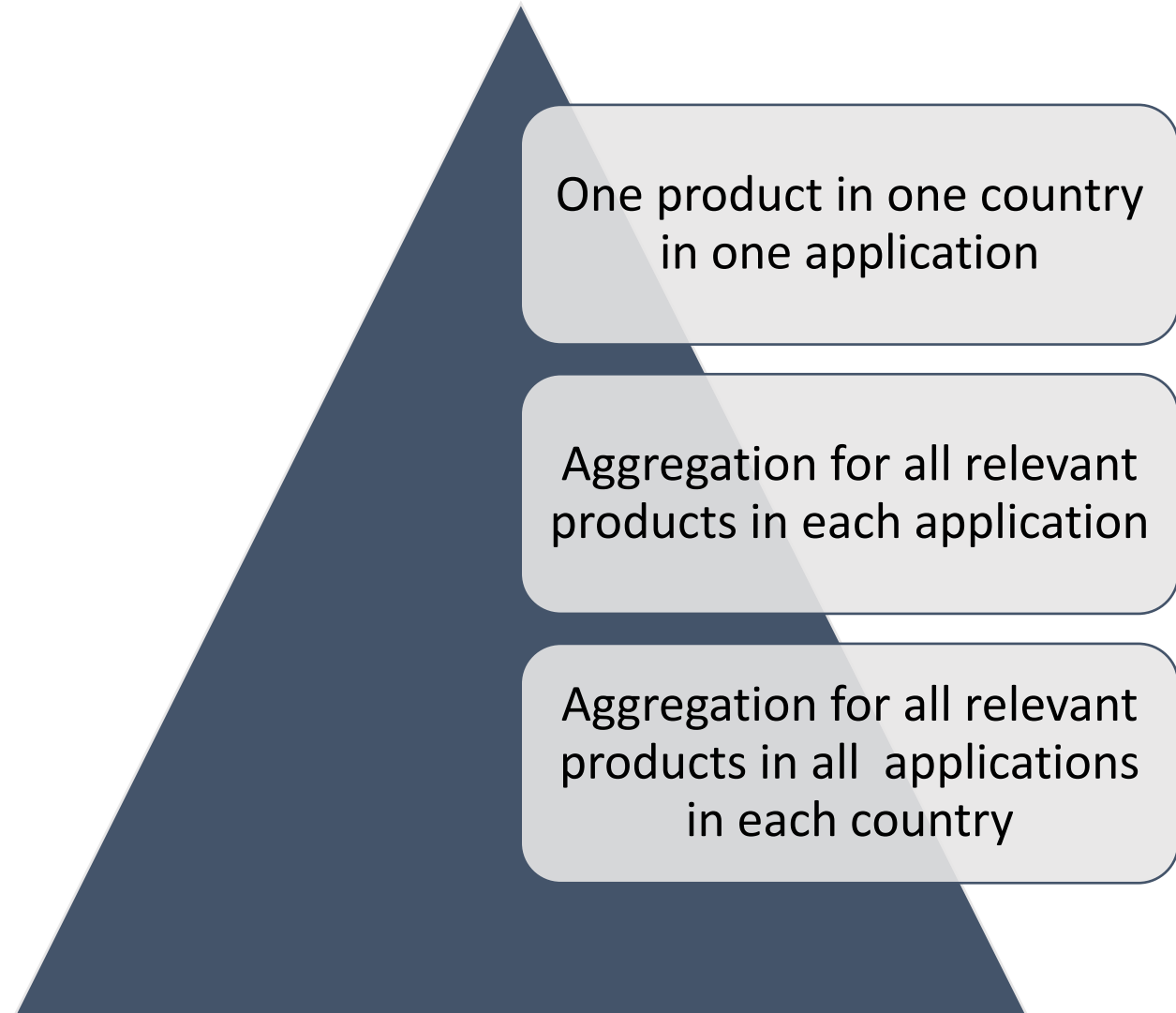


The mask media availability determines the number of masks of a particular type and efficiency which can be produced.

Methods to determine the air leakage around masks also influence mask decisions and the success of masking programs.

Quality control at each stage from manufacture to donning is also influential in shaping the markets.

McIlvaine is analyzing and forecasting all the products and their impact on one another



Mask Market by Application - \$ Millions

Subject	2018	2019	2020	2021	2022	2023	2024	2025
Commercial	X	X	X	X	X	X	X	X
Education	X	X	X	X	X	X	X	X
Government	X	X	X	X	X	X	X	X
Hospitals	X	X	X	X	X	X	X	X
Nursing homes	X	X	X	X	X	X	X	X
Food processing	X	X	X	X	X	X	X	X
Other healthcare	X	X	X	X	X	X	X	X
Other industrial	X	X	X	X	X	X	X	X
Residential	X	X	X	X	X	X	X	X
Transportation	X	X	X	X	X	X	X	X
Entertainment, dining, sports	X	X	X	X	X	X	X	X



High Efficiency Mask Market and Proactive Program for Suppliers

Contents and Costs

- The program is tailored to the unique products and strengths of the client
- SWOT analyses are often warranted
- The desired result is to identify the most profitable markets by
 - Product
 - Application
 - Geography
 - Time
- This includes the evaluation of technologies and competitors as well as regulations and other factors which will influence profits

- The program can also include comprehensive market support with
 - Purchaser Identification
 - Purchaser interface through
 - Webinars
 - Magazine articles
 - Coverage in Coronavirus Mask Decisions
- The cost is variable depending on the level of effort contracted.
- The contract can be on a monthly basis with the option to terminate at any time

