



PRO SHIELD

MEDIA RELEASE

What is Pro Shield?

Pro Shield is a pocket sized mask holder with the option to hold 1 or 2 disposable/surgical masks. It also fits SG mask.

How much is Pro Shield?

Pro Shield is retailing at up to \$5.95 after GST.



Where is Pro Shield sold?

Pro Shield is currently stocked at Lazada and selected 7-Eleven stores.

Who (originated) is Pro Shield?

Pro Shield is the creation and exclusive design by a Singapore gift company, Xenium Pte Ltd.



What was Pro Shield inspiration?

Inspiration for Pro Shield started during the early stage of the Circuit Breaker. We were trying to find a pocket-sized but more hygienic option to hold our disposable mask. But we found the compact ones available in the market was purely only a holder and were quite exposed. As the virus is passed through water droplets and water droplets are found not only when one cough or sneeze, they are also present when we talk to each other (without a mask).

This meant that the most popular ones in the market actually runs a high risk of contamination as they are exposed on 2 sides.

With the lack of a more compact hygienic option and the genuine need for a mask holder during lunch time, gym & etc., we decided to form a team to design our own.

What's unique about Pro Shield?

**Compact.
Fits into any
pockets or
bags**



**Better protection
against water
and dust**



**Holds 1 - 2
disposable
masks**



Fits 1 SG Mask



What's unique about Pro Shield?

(with comparison to pocket sized options in the market)

1. Pocket sized – Fits into most pockets and bags
2. Better protection against water (no exposed sides)
3. Better protection against dust (no exposed slides)
4. With option to hold a single mask or 2 masks.
5. Fits SG Mask.

Who can use Pro Shield?

Pro Shield is useful for all age group:

- Working Adult
- Children
- Students
- Elderly



What are the scenarios where Pro Shield will be needed?

Scenario 1

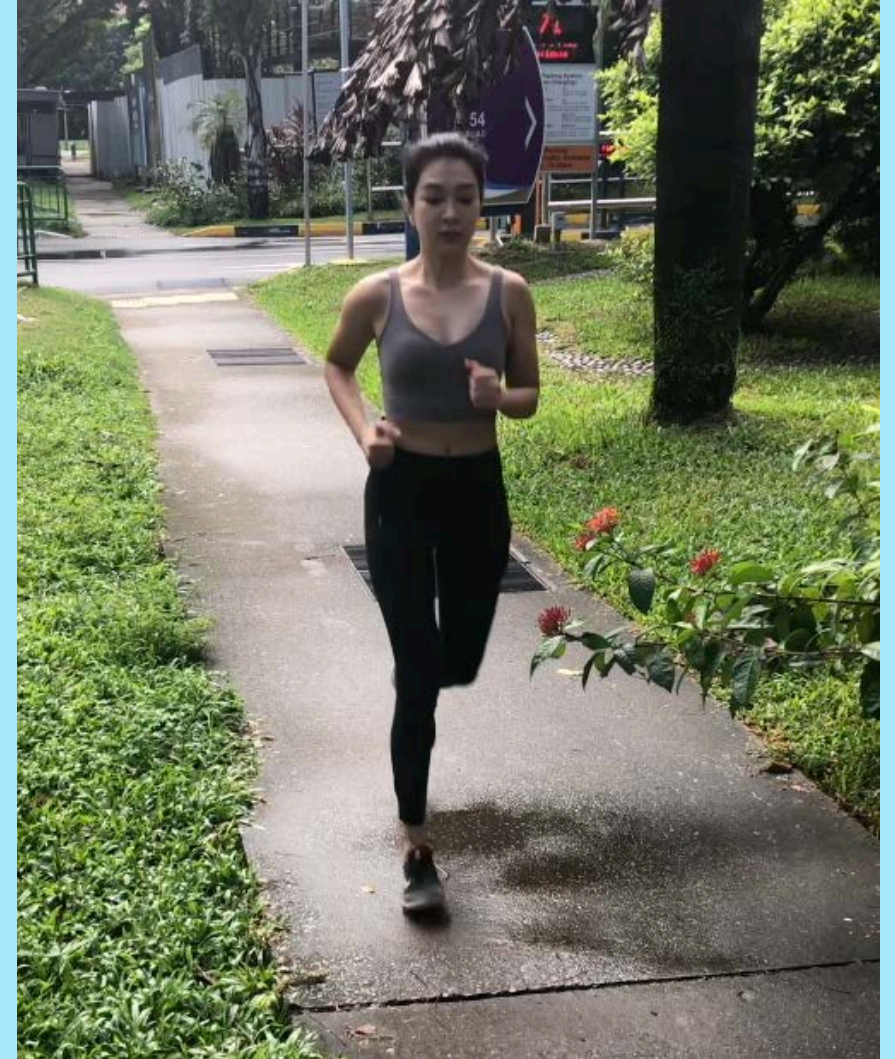
At dining venues such as hawker centers, food courts, fast food restaurants. Before consumption of food, you can place your mask into Pro Shield. Covered on all sides, it will lower the risk of your mask being contaminated by people around you.



What are the scenarios where Pro Shield will be needed?

Scenario 2

During physical activities such as jogging, gym, swimming & etc. It is still mandatory to put on a mask prior to any commencement of physical activities such as jogging. You will need, Pro Shield, compact, a hygienic yet water resistant holder for your mask so that it will not cause discomfort or obstruction to your physical activities.



What are the scenarios where Pro Shield will be needed?

Scenario 3

Being compact and able to store 2 mask, Pro Shield is ideal for parents with young schoolers. As young schoolers tend to be more active and playful, they risk a higher chance of getting their mask dirty. With Pro Shield, parents are now able to put at least 2 replacement mask into their children school bag.



What are the scenarios where Pro Shield will be needed?

Scenario 4

Living in the tropics, Singapore experiences extreme heat, humidity as well as sudden rainfalls. As such, our mask can get soiled either by sweat or sudden downpours. Thus if we have, Pro Shield, spare mask in our pocket or bag, it will relief our discomfort of wearing a soiled mask.



What are the scenarios where Pro Shield will be needed?

Scenario 5

If you have sensitive nose, you might need more than 1 mask a day. Handy and compact, Pro Shield will allow you to carry more than 1 mask in your pocket or bag.



Scenario 6

With ease of the circuit breaker, families are allowed to social visit as well as dine in approved groups. Thus, Pro Shield, hygienic and compact mask holder would be useful for families with kids, elderly & etc.



What are the scenarios where Pro Shield will be needed?

Scenario 7 (After COVID-19)

Beyond COVID-19, many will still want to carry, Pro Shield, a spare mask holder in their bag. Mask will likely be one of the necessity in our future travel needs.

On Flights

If you start to sneeze or cough during mid-flight, with Pro Shield in your bag or pocket, you can choose to be responsible, and wear a mask throughout the flight.



What are the scenarios where Pro Shield will be needed?

On MRT, Buses, & Cabs

Upon boarding, if you noted someone seems unwell, you can take out your back up mask from Pro Shield to reduce your risk.

In Enclosed Venues (cinemas, theatres & etc.)

With spare masks in Pro Shield, you can choose to wear mask during a show or performance to reduce your risk.



Summary

Being a Singapore company, Pro Shield was designed to cater to the daily activities of Singaporeans during this COVID-19. The merge of necessity, practicality & hygiene lay the foundation for the creation of Pro Shield.



Summary

COVID-19 has changed much of our lifestyles. Wearing of mask will likely be a norm even beyond the pandemic. As such the need for Pro Shield, a compact and hygienic mask holder, will be one of the new necessities of post COVID-19.



Reference

- Xenium

<http://www.xenium.com.sg/>

- Product Video

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- Dr Lim Wee Kiak, Member of the Parliament of Singapore

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Testimonial

 **Kampung Jelutung @ Canberra** is 🙏🏻
feeling blessed at **Kampung Jelutung @ Canberra**.
49 m • Singapore • 🌐

Standing together in difficult times is crucial for a United Singapore. Canberra Grassroots Organisation (GROs) came together to present an exclusive and locally designed mask holder as an appreciation to Canberra residents.

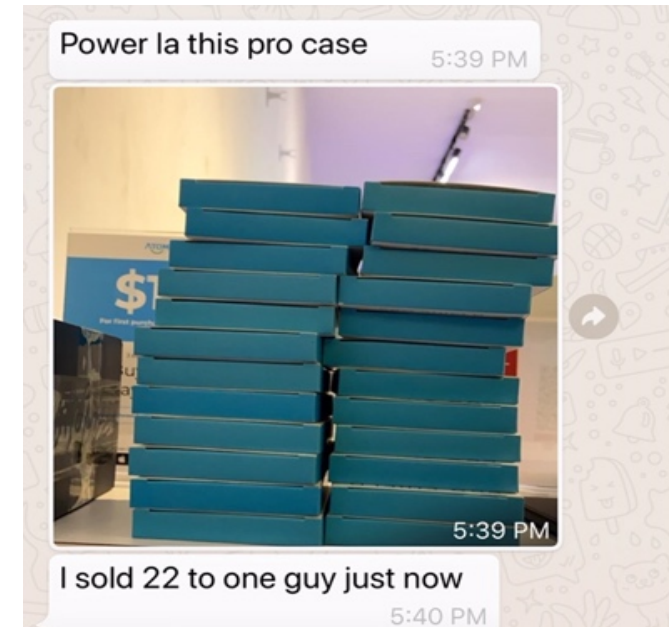
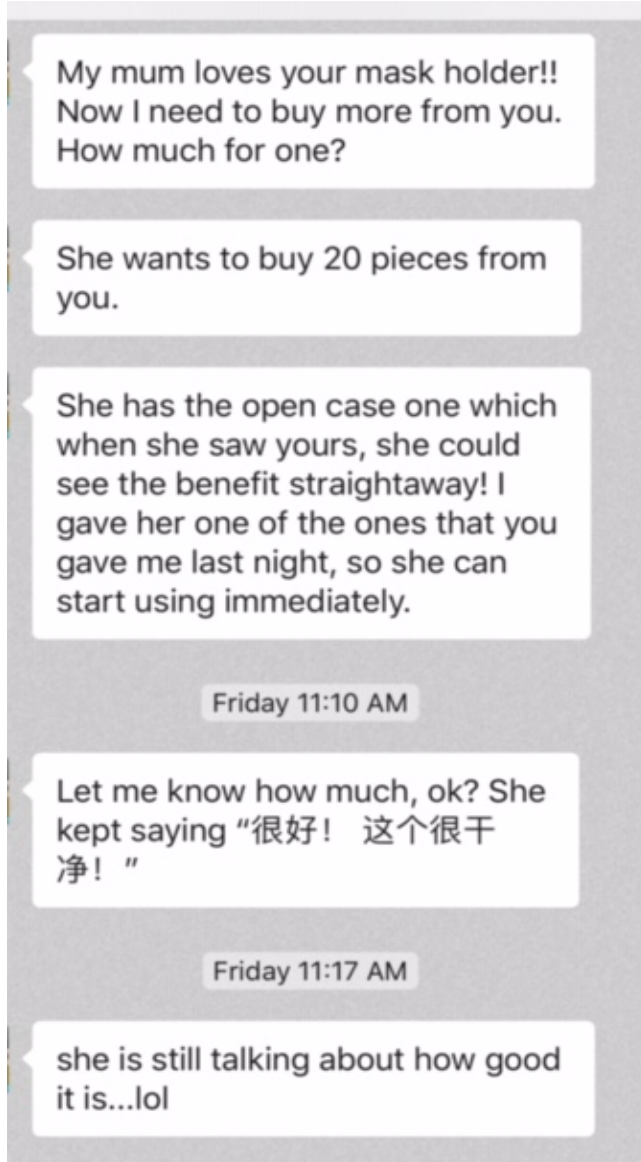
Mooting the call to support local companies like Xenium, the simple yet unique and functional mask holder is a thoughtful gift.

Volunteers will be visiting your households to give you a Pro Shield Mask Holder so that you can store your mask(s) safely while on the go.

Meanwhile, stay safe. We will see you soon.
[#canberracares](#) [#staysafe](#) [#stayunited](#) [#onepeople](#)
[#onenation](#) [#onesingapore](#)



Testimonial



Till date, we have extremely positive response from our clients as they see the **Practicality and Necessity** of PRO SHIELD in the current situation and beyond.

For product enquiry, please contact our sales representative.

Alvin at +65 9666 7330.

Thank you