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Knit-Rite and Therafirm Introduce New Face Masks

KANSAS CITY, KS – Knit-Rite, Inc., a Kansas City-based manufacturer of medical textiles and its division Therafirm, a Hamlet, North Carolina-based compression hosiery manufacturer introduce new protective general face masks.

Due to the recent COVID-19 global pandemic and the CDC recommendation that all Americans when out in public should wear a general mask, Knit-Rite has developed a new protective general face mask under the brand name, DTYF! Mask (Don't Touch Your Face! Mask). The masks will be produced in the USA, specifically in Knit-Rite's Kansas City, Kan. and Hamlet, N.C plants.

DTYF! Masks are being produced in different material options including X-Static Silver yarns, Polyester/Nylon, and Cotton/Nylon. Options will also include a double layer design with a knit-in pocket for inserting a filter, as well as a single layer design without a pocket. Some styles are completely seamless, which enhances comfort for the wearer. All versions are machine-washable and reusable.

Recent evidence has suggested that COVID-19 can be contracted by touching a contaminated object or surface and then touching your face. Experts have warned that the virus can live on some surfaces for up to three days. Early on, the CDC began recommending frequent handwashing for at least 20 seconds to slow the spread of the virus. On Friday, April 3, 2020, the CDC updated their COVID-19 recommendations to advise Americans to wear general face masks when out in public.

Wearing a mask may help to prevent individuals from spreading the virus onto surfaces or other people, while simultaneously helping to prevent them from introducing the virus into their own body from touching their faces. People touch their faces all the time. So often, that the odds of recontamination on hands between washings is extremely high. Wearing a mask can help prevent someone from touching their face and mouth until the next opportunity to wash or sanitize their hands, potentially decreasing the risk of contracting COVID-19 and other illnesses.

Scientists and medical experts have cautioned Americans that although they are recommending that the general public begin wearing masks, it is critically important that medical grade masks be saved for health care workers on the frontlines. DTYF! Masks help to protect you and those around you from spreading the virus, while also helping to prevent wearers from inadvertently touching their face. They are an effective alternative to medical grade masks for the general public.

Like so many other companies, Knit-Rite has experienced the effects of the near nationwide stay-at-home orders have caused. Due to the uncertainty in the marketplace, efforts to keep all employees safe, and the current escalation of the spread throughout the United States, Knit-Rite has made changes to its business and staffing. "We're classified as essential because we produce medical products," Chris Vering, President, said. "So, our business remains open. But, many of those remaining are working from home, and we have reduced production at both plants in order to keep machines running. These employees are kept as safe as possible by practicing safe social distancing and wearing masks when close to other workers."

Many of the country's leaders have called on businesses to mobilize their production efforts to help produce items that are in short supply around the country and the world. Knit-Rite has seen a renewed purpose to answer this call for help. "In mid-March, while we were in the middle of managing changes to the company to weather the COVID-19 storm, our team began wondering to each other if our machines could be retooled to produce much-needed items during this time of crisis," Kam Howard, Executive Vice President, said. "We spent these last two and a half weeks designing and testing, and on Monday (April 6, 2020) we began turning several of our machines over to mask production. We hope to begin online sales by the end of the week." Knit-Rite is using the same yarns used for so many of their everyday medical textile products to make the DTYF! Masks.

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But still feeling the call to help serve the community and the country, Knit-Rite will also roll out their new Mask Match program with the launch of the DTYF! Masks. The company pledges that for every mask sold, they will donate a mask to organizations that help vulnerable populations. Knit-Rite invites organizations, such as police departments, first responders, non-profits serving communities in need, food service and delivery workers, etc., to apply to be considered for donated masks by visiting dtyfmask.com/maskmatch.

“Mobilizing our production to help produce these high demand products, and also donating products allows Knit-Rite another opportunity to meet our company’s mission statement: Service – We are here to serve. This includes: supporting other team members, providing solutions for our customers – through listening, creativity, and responsiveness, making life better for the patients who use our products, and giving back to our communities,” Mark Smith, CEO, said. “We hope to make a positive impact for those we serve.”

You can find Knit-Rite’s DTYF! Masks on any of their ecommerce websites, including dtyfmask.com; therafirm.com; knitritedirect.com; smartknit.com; and preggers.com.

Knit-Rite, Inc. is a leading designer, marketer, and manufacturer of innovative textiles for medical and consumer markets. For 97 years we have manufactured medical textile solutions that promote mobility, protection, and comfort. We remain committed to the continued research and development and manufacturing products with healthy benefits for a better quality of life.

For over 60 years, Therafirm has been a leader in manufacturing healthy, gradient compression products. We continue to innovate compression garments offering a full line of quality compression hosiery and socks that are comfortable, fashionable, affordable and deliver true gradient compression.

Both Knit-Rite and Therafirm have a certified quality system, receiving ISO 13485 certification and both plants are registered with the FDA. For more information visit knitrite.com and therafirm.com.

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