

Edinburgh face mask company raising funds for NHS charities

Home grown face mask supplier [Screen & Shield](#) has raised more than £7,000 for frontline health and care workers and local communities in its first two months of operations.

The Edinburgh-based firm has followed through on its pledge to give back a portion of sales to [NHS Charities Together](#) and other worthy causes, thanks to the rapid growth of its operation.

Hass Peymani set up his #sasMASK brand from scratch, just two months ago – but since then, he has had tens of thousands of masks produced to keep up with demand.

Hass, 40, who created the business from home while in lockdown with his family, said: “A fundamental aim of the #sasMASK was to raise funds for both charities that support frontline workers and local communities that were struggling in these difficult times.

“It seemed to me that – in a health crisis – anyone who was selling masks should be giving back to the community, and especially to those hardest hit.

“10% of all online sales go to NHS-related charities, but any participating groups / charities / influencers also receive

10% of the sales to support their own causes and communities – as well as their members benefiting from a 10% discount. No one else has offered a scheme to support communities like this.

“£7,000 may seem a relatively small sum given the scale of the problems, but – given our humble beginnings – we’re very proud of this figure and we are looking forward to making substantially more donations as we continue to grow.”

Ellie Orton, CEO of NHS Charities Together, said: “Thank you to Screen and Shield for supporting NHS Charities Together. Every donation will make a difference and will help NHS charities across the UK to support hospitals, community healthcare and social care with the ongoing and long term effects of the virus.”

Unlike many of the masks on the market, the #sasMASK is manufactured in Europe and complies with the latest material and layering guidelines for non-medical-grade face coverings.

The #sasMASK has not only been designed to be washable, comfortable and affordable but also comes in more than 50 designs.

Hass Peymani set up [Screen & Shield](#) from scratch after becoming alarmed at the poor quality and unavailability of face masks for his family as he faced lockdown with a pregnant wife and his dad in a high-risk category.

As well as sales to individuals, Screen & Shield have increasingly set up relationships with many businesses, community groups and organisations to supply masks to their networks.

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