

PATTERN
LAUNCHES THE PRODUCTION OF E MASK:
INNOVATIVE, SUSTAINABLE AND MADE IN ITALY MASK

Pattern SpA (AIM: PTR), an Italian company, **founded in 2000 by Francesco Martorella and Fulvio Botto**, among the most important operators in the field of **engineering, development, prototyping and production** of fashion lines for the most prestigious brands worldwide exclusively for the top luxury range, announces the **launch of the production** of a new **innovative** mask for civil use **called E MASK**, which was studied very quickly in the company's development centres in Turin and Spello to meet some key needs of customers, of the country and of Italian companies.



The E MASK product is:

- **Sustainable.** E MASK is in fact a reusable mask as it is composed of a fabric that, while washable, maintains its own antibacterial and anti-drip characteristics, and a non-woven Italian fabric filter certified by the Polytechnic University of Milan to be replaced daily.
- **Comfortable.** It is composed of a hypoallergenic cotton shell that remains in contact with the skin.
- **Comfortable and elegant.** It is developed thanks to an advanced 3D pattern-making software, in three sizes (man, woman and child) so as to adapt perfectly to the different conformations of the male, female and 4-12 year old face.
- **Low cost of use.** Given that it is, in fact, reusable it has a lower cost per use than disposable masks; while using materials of the highest level.
- **Made in Italy.** E MASK supports the Italian economy throughout the supply chain since it is 100% Made in Italy, both regarding the fabric of the mask and the non-woven fabric of the filter, and for its manufacture. A QR Code applied on the template certifies the entire Italian supply chain used.

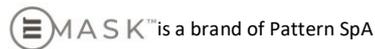
*Luca Sburlati, CEO of the Pattern Group, defines the E MASK project as: "the union of the **skills and competences of the Italian textile supply chain put at the service of everyone**. Taking advantage of the characteristics of the most advanced Italian fabrics, we have developed a product with low cost of use - as it is **reusable** - but, at the same time, of the highest quality and **Made in Italy**. A few weeks ago we asked ourselves how we could avoid throwing away our mask every day and how we could have a truly 100% Italian product of the highest quality. We hope the E MASK can help support Italian supplier and manufacturing*

companies in the coming difficult months. This project would not have been possible without the use of the most advanced **3D pattern-making software**, which gave us the opportunity to **prototype in 3 Dimensions in smart working**, an advanced technology that has already been in use for some time in Pattern, which allows you to model clothing even before the realization of the first prototype.

In short, this is the proof that, thanks to technology, a little imagination and working in the supply chain, it is possible to make products of the highest level and quality at low costs in Italy as well. "

Some important Italian companies are participating in the project including, for the supply of fabrics, **Olmotex**, a Como-based company leader in technical cotton fabrics, and **DualSanitaly®** leader in the health and wellness sector which, since 1949, has been producing and distributing the Gibaud brand products in Italy.

More info on: <http://emask.pattern.it>



About Pattern Group:

Pattern Spa is a leading company in **engineering, pattern-making and production of runways' collections** of the most **prestigious fashion luxury brands** and, since 2014, is the owner of the outerwear brand ESEMPLARE.

The company, **founded in 2000 by Franco Martorella and Fulvio Botto**, began in 2017 a structured and integrated growing process thanks, first, to the acquisition of Roscini Atelier Srl, leader in the pattern-making and production of the women's lines, and then in 2019 to the merger in the group of Società Manifattura Tessile (S.M.T.), historical company specialized into prototype and production of luxury knitwear.

Pattern Spa listed on the AIM segment of Borsa Italiana on 2019 and was the first Italian company in its sector to have obtained in 2013 the SA8000/Social Accountability Certification and the first Italian signatory in 2019 of the United Nations' Fashion Climate Action Charter confirming the company's strategic choice to **invest in sustainability, technology and human resources**.

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