



**PRESS RELEASE**  
*For immediate release*

**The new DIV20 face mask now available**  
Divoc Inc. mobilizes for the safety of the population

**SAINT-FÉLIX-DE-VALOIS, April 29, 2020** – Plastiques GPR Inc, a company based in Lanaudière specializing in plastic moulding has concentrated its efforts to rapidly develop a face mask for Canadians. The company will put the DIV20 mask up for sale on May 4 through its subsidiary, Divoc Inc. Designed in record time to respond to the shortage, this mask helps to prevent risks of community spread of COVID-19.

Creating a physical barrier, the DIV20 mask effectively protects the person who wears it as well as the people around by avoiding the breathing or spreading of droplets. Made of elastomer and 78% filtering medium, this product has an extremely tight fit while offering a high breathability. Gino Belleville, co-owner of Plastiques GPR Inc., explains: "It offers an unrivalled airtightness due to its design similar to that of a diving mask. Because it perfectly matches the shape of the face, it provides a better filtration efficiency than the masks available on the market that allow unfiltered air to enter through exposed areas. And with the technology we use, it is 4 times easier to breathe with the DIV20 than any other mask." Furthermore, the DIV20 mask is reusable, light and comfortable, as well as washable.

For those who wish to purchase the DIV20 mask can order it online at [www.divoc.ca](http://www.divoc.ca) at a competitive price.

For the plastic moulding company, the will to meet an urgent need by making a local product for the community was obvious. "With the announcement of the progressive lockdown lifting, many people might want to wear a face mask for their daily activities as a safety measure. We are thinking of plant workers, customer service people, public transit users, construction workers, day care service educators, but also anyone who wishes to protect themselves or the most vulnerable, such as the elderly or sick people. We wanted them to have access to protection because it is difficult to get it these days" said Dany Belleville, co-owner of Plastiques GPR Inc. The owners assure that the quantities will be sufficient to meet the Canadian demand. The production of the masks will start the first week of May.

The initial plan was to produce N95 masks for the health care network. However, the shortage of material to make this type of mask forced the company to change its plans. "Currently, we do not have access to the N95 filtering medium," said Gino Belleville. "But if we had the chance to stock up on supplies, we could easily produce a high volume of DIV20-N95 masks and therefore supply the Quebec health care system," he said. In the event that the company successfully obtains the

materials needed for its production, the DIV20-N95 mask could possibly be used by health care staff.

Founded in 1986, Plastiques GPR Inc. is a Quebec family business specializing in plastic injection moulding. With the desire to contribute to the population's safety, the company created Divoc Inc. to manufacture and distribute protective face masks during the COVID-19 pandemic. Seeking a meaningful business name for this new company, they chose Divoc — read from right to left, it refers to the context in which it was born.

-30-

**Photo:** The DIV20 mask is available in two colours. It is also possible for companies to personalize it with their own logo.

**Sources:**

Gino Belleville Co-owner  
Plastiques GPR Inc.  
450 889-7277  
g.belleville@plastiquesgpr.com

Dany Belleville Co-owner  
Plastiques GPR Inc.  
450 889-7277  
d.belleville@plastiquesgpr.com