

## **Meiko Tailor on the National Bandwagon to Battle COVID-19**



**Singapore, Jul 27, 2020 ([Issuewire.com](https://www.issuewire.com))** - The current Circuit Breaker has forced many non-essential local businesses to shut down temporarily from April 7 to June 1, and [Meiko Tailor](#) is no exception. However, the firm is not sitting still, as it has been making reusable masks and distributing them for free!

Meiko Tailor is one of Singapore's local apparel companies that has pivoted its operations to produce fabric masks in order to help combat the spread of COVID-19. At the same time, the production of fabric masks is also done in an effort to solve the problem of face mask shortage and to provide a more sustainable solution for face masks.

In its efforts, Meiko Tailor could then be classified as an essential service, thus, allowing it to continue operating during the nationwide deferment of non-essential services throughout the Circuit Breaker period.

"I know that others in the garment industry have started similar projects. If your company is among them, you could be deemed as providing essential services," said Ms Sim Ann, Senior Minister of State for Communications and Information and for Culture, Community and Youth, in a Facebook post dated April 4.

At the same time, the Textile & Fashion Federation (Singapore) fully applauded local garment companies' desire to contribute, saying that companies that wish to produce masks on their premises during the suspension period may register their details at [bit.ly/mask4sg](https://bit.ly/mask4sg). No further application at GoBusiness is needed, as the federation will coordinate with Enterprise Singapore and the Ministry of Trade and Industry.

"Meanwhile, safe distancing measures must be put in place and companies which had signed up to produce masks to operate their workspace during the suspension period shall produce only masks," the federation added.

Prime Minister Lee Hsien Loong also said that the Government is no longer discouraging people who are not sick from wearing masks because of evidence that a few could be infected and still be asymptomatic. With this, he also announced that reusable masks would be distributed to all households in Singapore.

Ms Adele Chung, daughter of [master tailor Chung Chi Kwong](#) who handles overall marketing operations for Meiko Tailor, said the mask-making effort started out as something just for employees and family members. Then, the firm began reaching out to logistics and Grab delivery drivers or riders, who would be out and about during the period.

"We first made the masks back in early February, when there was a scramble for masks. It's more for basic protection, and not meant for medical purposes," said Ms Chung.

After the outlet at Pan Pacific Singapore was shut -- as the hotel turned into one of the designated ones for Singapore returnees on stay-home notices -- the tailor moved operations to its workshop in Paya Lebar.

"It started as a random thought, and we never thought about selling them for profit. As we have all the materials and the workshop, so we might as well make the most of it. It's also to occupy our time and keep spirits high because this whole coronavirus saga can be quite dampening."

She said that since the beginning of the Circuit Breaker announcement, the firm has been spending its final days ramping up its mask-making efforts to give them to those who needed them at no cost.

The firm was initially making about 10 to 15 per day but later increased the number to about 40 to 50.

"At full capacity, if we dedicate all our resources just to make masks, we will be able to make about 300 a day," said Ms Chung.

[Master Chung](#) said the process started through trial and error, cutting cloth samples, researching online and creating a few prototypes.

"From a basic piece of cloth, we made changes such as having a slot to put a filter," he said.

Ms Chung said that this battle against the COVID-19 is a nationwide initiative -- some contribute by staying home, others by being hard at work.

"We have applied to be classified as essential services. We want to be part of this nationwide initiative."



## Media Contact

Mei Ping

meiping@weave.asia

+65 81012023

Source : Meiko Tailor

[See on IssueWire](#)