

## Editors Fact Sheet: Westman Products LLC, Orlando, FL

Who: Clean Hands 24/7 Hand Sanitizer from Westman Products LLC, Orlando

What: In just three weeks, Westman Products, parent company of Monster Vape Labs, Orlando, has converted 50% percent of production at its 1 ½ year old facility from e-liquids (with nicotine) to spray hand sanitizer for first responders and consumers.

Why: Westman Products operates a leading edge production facility that meets industry standards for the manufacture of liquids. Its network of business and personal relationships triggered connections to a large Kentucky hospital network and local fire departments, which reached out to Westman. Word of mouth led these regional and national first responder networks to the company, with requests to adapt production to meet their needs for hand sanitizer. Westman quickly assessed whether it could pivot, while still meeting demand and contractual obligations for its core business. The outcome was immediate, and beginning March 1, it converted 50% of production capacity to spray hand sanitizers.

When: Production of hand sanitizer began 3/1, with delivery of first order on 3/17.

How: E-liquids are Westman core business, enabling it to produce and deliver sanitizer with low margin and high volume. Clean Hands 24/7 sanitizer consumer channels include Facebook and Amazon. The company is also in final negotiations with Florida operations of national drugstores. Prices remain competitive and reasonable. Suggested retail price for one 2-oz spray bottle is \$3.99, and for a 4-pack, \$15.75.

70% of Westman hand sanitizer fulfillment is bulk orders to first responder networks, hospitals, and chains. 30% is sold direct to consumers. While Westman dropships currently to a number of customers, some larger customers with more urgent needs are using their own trucks to manage delivery.

### About **Clean Hands 24/7**

- Two ounce spray (liquid squeeze bottles available too)
- Westman management believes that sharing the spray is easier, and in certain environments, safer, than sharing a gel or droplets in someone's hand, given the potential COVID-19 virus contagion
- SDS (Safety Data Sheets) OSHA compliant and UL Works certified
- **Attributes:** 70% alcohol. Lemon scented

- **Benefits:** Both the CDC and WHO have recommended the use of hand sanitizer of which the alcohol is above 70% when soap and water is not readily available. Clean Hands 24/7 relieves scarcity in communities like Orlando, FL.
- First shipment of Clean Hands 24/7 was 3.17.2020
- 500,000 2 oz. spray bottles manufactured weekly
- Production limited to domestic market
- Supply chain costs such as alcohol and spray caps are rising; company hopes to sustain affordable pricing of the hand sanitizer

#### About **Westman Products, LLC**

- 700,000+ bottles of e-liquid manufactured monthly, in separate area of facility
- Represents roughly 50% percent of total capacity
- Products have UL ratings
- Westman is a global top 5 vape e-liquid
- The production facility also houses one of highest volume e-liquid companies, Monster Vape Labs, wholly owned by privately held Westman Products, LLC, with \$30 million revenues.
- Westman recently turned down a lucrative contract from a national convenience store chain to produce an energy beverage, to meet domestic demand for hand sanitizer

*Source for last three bullets above: ECigIntelligence, reports for e-cigarette industry*

#### About the Plant in Orlando, FL

- Built in late 2018 as multi-purpose, cutting edge production facility
- Capacity and infrastructure to manufacture wide range of liquids
- E-liquids products from this plant meet and exceed all Federal and state regulatory and industry standards
- Staff chemist and plant operators
- Staff nurse to ensure safety and wellbeing of workers
- Facility is FDA Registered and operates under all regulations and requirements established for good manufacturing practices

#### History, Westman Products

Sonny Westmoreland and Sean Sleiman are the founders. Friends first, they met in middle school at a summer basketball camp in Florida.

Deploying a savvy tech background, Sonny and Sean created an app called VapeBoss; it was a geo-targeted mapping system to help people discover a local vape store. It gathered useful customer data, and with Sean's collaboration, used that database and entered the E-liquid

business to supply vape vendors with product, outsourcing production until they decided they wanted more control and quality assurance. The company grew over six years, and the partners amassed enough cash to build their own state-of-art plant in Orlando, with no debt.

The plant has been operating at capacity for 1 ½ years. While vaping has been scrutinized by regulators, the company upholds all Federal and state laws for production.

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