



COMPANY PROFILE



2025

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TABLE OF CONTENT

Table of Contents.....	02
About us.....	03
Our Vision.....	04
Our Goals.....	05
Our Mission.....	06
Our Values.....	07
Why Choose Us.....	08
Our Features.....	09
Industries we serve	10
Our Team.....	11
Our Products.....	1
Contact us.....	15



About Us

Founded in 2020 in South Africa, Safe-Wear is the leading dust mask manufacturing company in South Africa.

Our company was born out of a critical need for reliable, high-quality respiratory protection. As global awareness around air quality and personal safety grew, especially during unprecedented health challenges, we saw an opportunity to make a meaningful difference. From the beginning, our mission has been simple: to protect the health and well-being of workers, communities, and everyday individuals by providing premium dust masks that combine safety, comfort, and affordability.

We specialize in manufacturing and supplying dust masks designed to meet the highest filtration efficiency and durability standards. Whether it's for construction, mining, agriculture, or everyday use in dusty environments, our products are trusted by professional

across a wide range of industries. Each mask is crafted with care using quality materials to ensure breathability and a secure fit, helping users stay protected without compromising comfort.

Safe-Wear has nearly 50 employees, and it has a wide variety of machines, such as our semi-auto and automated lines.

What sets us apart is our commitment to local manufacturing, job creation, and sustainable practices. As a proudly South African company, we are dedicated to supporting our local economy and contributing to a healthier, safer future for all. Our team is constantly innovating to stay ahead of industry demands and meet the evolving needs of our customers.

At the heart of our work is a deep respect for the people who rely on our products daily. We believe everyone deserves clean air, and we're here to make that possible.

Our Vision

At Safe-Wear, our vision is to become South Africa's most trusted and innovative provider of high-quality dust masks, protecting the health and well-being of workers, communities, and industries across the nation. We envision a future where every South African, whether on a construction site, in a mine, on a farm, or in an urban center, has access to affordable, reliable respiratory protection that meets global standards and reflects local needs.

Driven by purpose and powered by innovation, we aim to lead the market with products that combine safety, comfort, and sustainability. Our commitment extends beyond profit. We strive to create jobs, support local manufacturing, and empower communities through education on occupational health and air quality.

We believe that clean air is a right, not a privilege. Through strategic partnerships, responsible business practices, and a focus on quality, we are building a legacy of protection and progress. Together, we breathe easier, live healthier, and build a stronger South Africa.



Our Goals / Objectives

Strategic Goals:

1. Health & Safety Leadership

- Supply certified dust masks that meet or exceed South African safety standards (e.g., SANS, NRCS).
- Raise awareness about respiratory protection in high-risk environments such as mining, construction, agriculture, and urban areas.

2. Local Economic Empowerment

- Promote job creation through local manufacturing and distribution.
- Partner with small businesses, cooperatives, and previously disadvantaged individuals to build inclusive value chains.

3. Environmental Responsibility

- Use sustainable, recyclable, or biodegradable materials where possible.
- Reduce carbon emissions through efficient production and logistics.

4. Innovation & Quality Excellence

- Continuously improve product design for comfort, durability, and performance.
- Invest in R&D to tailor products to the South African climate and working conditions.

5. Market Penetration & Growth

- Expand distribution channels across South Africa and neighboring SADC countries.
- Establish strategic partnerships with government entities, NGOs, and private industries to widen impact.

Long-Term Objective:

To become a recognized safety brand trusted across Southern Africa—delivering products and a culture of protection, prevention, and progress.



Our Mission

At Safe-Wear, our mission is to protect the health and well-being of every South African by providing high-quality, affordable, and locally manufactured dust masks that meet the highest safety standards. We are committed to creating cleaner, safer work in communities through innovative respiratory protection solutions designed for our people and industries.

We believe that access to clean air is a basic human right. Whether you're on a construction site, in a mine, working in agriculture, or simply navigating urban pollution, our products are engineered to offer reliable protection and comfort in even the harshest conditions.

Rooted in South African values of resilience, community, and innovation, we strive to

- Empower local communities through job creation and skills development.
- Support sustainable manufacturing practices that respect our environment.
- Educate the public about air quality and respiratory health.
- Partner with industries and government to strengthen occupational safety.
- By procuring top-quality approved materials for our production line, we can deliver quality products that are manufactured in line with national standards.
- Through continuous training, development, and accountability, the team is always able to deliver good quality, good service, and good products at affordable rates.
- Respect for the environment and people.
- Technological advancement of processes.
- Ability to customize products to customer specifications in line with national standards.

Our goal is not just to make masks—but to make a difference. Because when you can breathe better, you can live better.





Our Values

At Safe-Wear, our values guide every product we design and every partnership we build. We are driven by a commitment to protect, serve, and innovate, ensuring safety for workers across the globe.

- **Safety First:**

We believe every worker deserves to return home safely. Our products are crafted with the highest standards to deliver reliable and consistent respiratory protection.

- **Quality Without Compromise:**

From raw materials to final inspection, we maintain rigorous quality control to ensure each dust mask exceeds industry expectations.

- **Integrity:**

We operate with honesty and transparency, building trust with our customers, partners, and communities.

- **Innovation:**

We invest in research and development to stay ahead of emerging workplace hazards, offering cutting-edge solutions that adapt to evolving needs.

- **Customer Commitment:**

We listen, respond, and adapt. Your feedback shapes our solutions, and your safety is our mission.

- **Sustainability:**

We are dedicated to eco-conscious practices that reduce waste and promote a healthier planet while still delivering top-tier protection.

Why Choose us

1. Built for Harsh Environments

Our dust masks are specifically engineered to withstand the tough conditions of mining sites, brick kilns, and construction zones, providing superior protection against fine dust, silica, and airborne particles.

2. Industry-Specific Filtration

We use advanced multi-layer filtration technology that targets the most common dust hazards in your industry, silica dust, clay particles, cement residue, and more.

3. Comfort in Every Shift

Long days demand gear that works with you. Our masks feature breathable materials, adjustable straps, and low-resistance valves to reduce fatigue, even during extended wear.

4. Trusted by Field Professionals

Our products are relied on by engineers, machine operators, masons, and miners across the region who value durability, comfort, and safety in every layer.

5. Cost-Effective Protection

We understand the budget demands of industrial work. That's why we offer bulk pricing, long-lasting reusable options, and maintenance-friendly designs that maximize value.

6. Compliance You Can Count On

All our masks meet or exceed relevant occupational health and safety standards, keeping your team protected and your business compliant.

7. Local Support, Fast Delivery

We're here when you need us, with a dedicated support team and reliable delivery options to keep your operations running smoothly.



Our Features



We exceed our customer's expectations

At Safe-Wear, we pride ourselves on delivering more than just protective gear; we deliver peace of mind. Our masks are designed with advanced features that set us apart in both quality and performance.

1. Certified Protection

All our dust masks and respirators meet or exceed international safety standards, including SABS (South Africa) certification.

2. Advanced Filtration Technology

Our masks are equipped with multi-layer filtration systems capable of blocking up to 99.9% of airborne particles, including dust, pollen, smoke, and harmful microorganisms.

3. Ergonomic & Comfortable Fit

We design for the real world. Every mask features adjustable straps, soft nose bridges, and breathable materials to ensure a snug yet comfortable fit, even for extended wear.

4. Durable & Reusable Options

Our reusable masks are made with high-grade materials such as medical-grade silicone and TPE, offering long-term use and easy filter replacement.

5. Eco-Friendly Materials

Where possible, we use biodegradable and recyclable materials to reduce environmental impact, because protection shouldn't come at the cost of the planet.

6. Customizable Designs

From corporate branding to personalized sizes and colors, we offer customization options for businesses, organizations, and retailers.

7. Bulk Supply & Fast Delivery

We are equipped to handle large-scale orders and offer fast, reliable logistics across South Africa and international markets.

These features reflect our commitment to quality, innovation, and customer satisfaction, making Safe-Wear a trusted name in dust masks.

Industries we Serve



At Safe-Wear, we are committed to protecting the health and safety of workers across a wide range of industries.

Our high-quality dust masks are designed to provide effective respiratory protection in environments with dust. Whether you're working in heavy industry or a light commercial setting, our products are built to meet your safety needs.

We proudly serve the following industries:

- **Construction:** Protection against concrete dust, sawdust, and insulation fibers.
- **Manufacturing:** Defense against airborne particles from machinery and material processing.
- **Mining & Quarrying:** Shielding workers from hazardous mineral and rock dust.
- **Agriculture:** Safe breathing in environments with grain dust, animal dander, and pesticides.
- **Woodworking:** Filtering fine wood particles and sawdust.
- **Automotive:** Protection in painting, sanding, and mechanical operations.
- **Textile Industry:** Prevention from inhaling lint, fiber, and fabric dust.
- **Waste Management & Recycling:** Safety against bioaerosols and particulate matter.
- **Metalworking:** Protection from metallic particles and fumes during welding and cutting.

Our dust masks meet international safety standards and come in various types and filtration levels to suit specific work environments.

Our team



Werner Booyens

Technical & Design Engineer & BU Manager

He is responsible for the overall performance and strategic direction of a specific division or product line within the company, overseeing operations, financial performance, sales, and team leadership.

He develops and executes business plans, sets performance targets, and ensures that the unit aligns with the company's broader goals and values. This role involves coordinating across functions, managing resources, and conducting market analysis to drive growth, profitability, and customer satisfaction.

A successful business unit manager combines strong leadership and decision-making skills with deep industry knowledge to lead their team toward sustainable success and competitive advantage.



Eric Hoffman

Production manager

He oversees the entire manufacturing process, ensuring that products are produced efficiently, on time, within budget, and to the required quality standards. He manages and coordinates production staff, equipment, and workflows while implementing systems and procedures to optimize productivity and reduce waste.

He is responsible for maintaining health and safety standards, troubleshooting operational issues, and continuously improving processes to meet production goals. Strong leadership, problem-solving, and communication skills are key in this role, as the manager must balance operational demands with strategic planning to drive overall manufacturing performance.



Tshoarello Zimu

Senior Sales Rep

He is responsible for driving revenue growth by identifying new business opportunities, managing key client relationships, and closing high-value deals. With deep product knowledge and strong industry insight, he develops and executes strategic sales plans, negotiates contracts, and serves as a trusted advisor to customers.

He often mentors junior sales staff, contributes to market intelligence and collaborates with marketing and product teams to align offerings with customer needs. He is a goal-oriented, persuasive communicator who thrives in competitive environments and consistently delivers results that support the company's growth objectives.

Our Products

At Safe-Wear, we offer a comprehensive range of dust masks designed to meet the safety needs of workers across various industries.

Our products combine advanced filtration, comfort, and durability to ensure reliable protection in high-risk environments.

FFP1, FFP2, FFP2V, FFP3V, KN95



FFP1

Protect your lungs from harmful substances with our FFP1 face masks, particle-filtering cup-molded masks. This mask is made to protect workers from inhaling harmful substances. It's a must-have for any worker who wants to keep their lungs healthy.



FFP2

Protect your lungs from harmful substances with FFP2V face masks. These masks are designed to protect you from harmful substances that can enter your lungs, and they have a convenient nose clip to help you breathe. Use by site visitors.

FFP2 V

Protect your lungs from harmful substances with FFP2V face masks. These masks are designed to protect you from harmful substances that can enter your lungs, and they have a convenient nose clip to help you breathe. Use by site visitors.



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FFP1, FFP2, FFP2V, FFP3V, KN95



FFP1

Protect your lungs from harmful substances with our FFP1 face masks, particle-filtering cup-molded masks. This mask is made to protect workers from inhaling harmful substances. It's a must-have for any worker who wants to keep their lungs healthy.



FFP2

Protect your lungs from harmful substances with FFP2V face masks. These masks are designed to protect you from harmful substances that can enter your lungs, and they have a convenient nose clip to help you breathe. Use by site visitors.

FFP2 V

Protect your lungs from harmful substances with FFP2V face masks. These masks are designed to protect you from harmful substances that can enter your lungs, and they have a convenient nose clip to help you breathe. Use by site visitors.

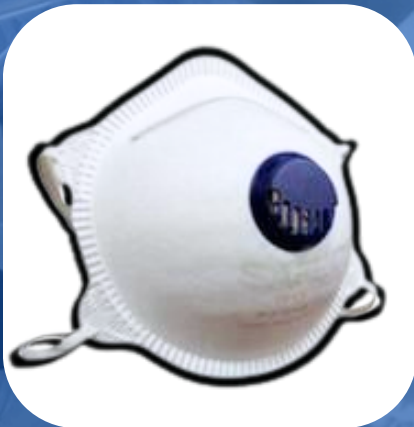


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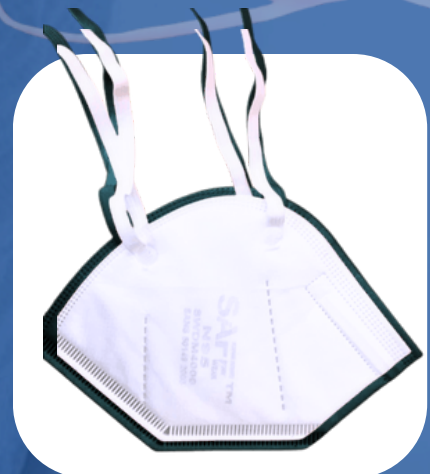


FFP3V

Protect your lungs from dust and other particles with Safe Wear's FFP3V Face Mask! The mask is lightweight, comfortable, and soft. Plus, it has a convenient nose clip to help you breathe

KN95

Protect your lungs from harmful substances with our KN95 Face Masks, a particle-filtering flat-fold mask. This mask is made to protect workers from inhaling harmful substances. It's a must-have for any worker who wants to keep their lungs healthy.





CONTACT US



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INDUSTRIES