

## Gap Inc. Launches B2B Sales for Organizations to Purchase Reusable, Non-Medical Grade Cloth Face Masks

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Gap Inc. Sells Approximately 10 Million Non-Medical Grade Face Masks to Businesses and Governments as the Workforce Re-opens, including the City of New York and the State of California

SAN FRANCISCO--(BUSINESS WIRE)-- Gap Inc. (NYSE: GPS) today announced it has launched a **B2B product program** focused on offering large organizations high-quality reusable, non-medical grade cloth face masks\* to supply to their employees as they welcome them back to work.

With the tremendous impact COVID-19 has on the world, Gap Inc. has leaned in and worked quickly to serve customers in compelling and differentiated ways. As employers look to provide their teams and customers with a safe and healthy work environment, Gap Inc. has leveraged its deep supply chain relationships and agile operations to provide companies in both the private and public sector with high-quality reusable, non-medical grade cloth face masks for their employees. To date, Gap Inc.'s recently-launched B2B face mask program has sold approximately 10 million non-medical grade face masks to employers, including the **City of New York**, the **State of California**, **Kaiser Permanente** and a leading consulting firm.

"In the face of this pandemic, the Gap Inc. team was able to quickly respond to a customer need for masks. Since then, we've sold millions of non-medical grade masks to customers across our brands," said John Strain, Head of e-commerce and Technology at Gap Inc. "We quickly started hearing from companies like ours who wanted to be able to supply their employees with the same product, so we're excited to extend our high-quality reusable, non-medical grade cloth face mask offering to organizations that want to help protect their employees as they re-enter the

workforce.”

Gap Inc. has already responded to the call to action by **sourcing millions** of non-medical masks and other personal protective equipment for the healthcare community, and the company’s family of brands have **responded** to the demand from consumers for everyday use, in partnership with **medical experts**. The company’s brands are also giving back, donating over 200,000 non-medical masks to community organizations, and donating to causes that help those in need during this crisis.

The **Centers for Disease Control and Prevention** and the **World Health Organization** are still urging people to wear face masks or coverings when outside the home. For businesses that plan to re-open, **Gap Inc.** is offering a selection of non-medical face masks in mass quantities -- starting at a minimum order quantity of 100,000 units -- and in a variety of colors and swatches. To provide this service to companies, Gap Inc. used the **Salesforce** Commerce Cloud **Quick Start for B2B Commerce** solution and partnered with **Capgemini** to implement and service a custom website in less than five weeks that helps manage purchase orders and deliver information about the program to businesses.

For more information about the brand-new B2B Gap Inc. face mask program, visit **here**. To download hi-res images of the B2B face masks, click **here**.

\*This is NOT a medical-grade mask and is not intended as a replacement for medical-grade personal protective equipment or other recommended measures to stop the community spread of COVID-19, including social distancing, washing your hands and refraining from touching your face. This is not an FDA-approved product. This product makes no claims of antimicrobial protection, antiviral protection, particulate filtration or infection prevention or reduction. This product is not intended for use in a medical setting. This mask should not be placed on young children under age 2, anyone who has trouble breathing or is unconscious, incapacitated or otherwise unable to remove the mask without assistance.

## About Gap Inc.

Gap Inc. is a leading global retailer offering clothing, accessories, and personal care products for men, women, and children under the Old Navy, Gap, Banana Republic, Athleta, Intermix, Janie and Jack, and Hill City brands. Fiscal year 2019 net sales were \$16.4 billion. Gap Inc. products are available for purchase in more than 90 countries worldwide through company-operated stores, franchise stores, and e-commerce sites. For more information, please visit **www.gapinc.com**.

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