



# ION: EMERGENCY MASK FOB

Introducing **ION: EMF** - a tiny key fob containing one regular disposable mask. Crafted beautifully in titanium or aluminium the fob measures just 61mm in length and 24mm in diameter. Designed to save your bacon when you're out without a mask, **ION EMF** is an essential purchase for those passionate about everyday carry [EDC]. The idea was inspired by Charles' teenage nephew whom since returning to school in September has had difficulty remembering a mask on his daily commute. Charles admits it's not only his nephew who has difficulty remembering one "It's easily done when you're in a hurry!"

The fob is useful for more than just masks though, it can hold an array of useful everyday products including ear plugs, dog bags, medication, cash or even just an "if found" note! The minimal form is stylish and functional. Its unique rounded shape goes unnoticed in your pocket yet screams attention when clipped onto your bag, dog or wherever else you see fit!





## “Incredibly tactile, impossible to put down, the ION EMF fits perfectly in your hand”

There are no “mass production” techniques used in the construction of this key fob... no pressing... no folding... no casting. Each component is CNC machined to 0.01 mm accuracy from a solid bar of titanium [grade 5] or aluminium [grade 6]. We pride ourselves on producing exceptionally high quality products that last a lifetime and enhance everyday carry!

World Health Organisation leader Tedros Adhanom recently announced that we are unlikely to find a cure for COVID-19 and any immunity offered through a vaccine would be short lived. Sadly face masks look like they could be part of everyday life for quite sometime... **ION: EMF** launches November 10th at 18:00 GMT, rewards start from just £4.





## **NOTES TO THE EDITORS**

Since launching his brand at 100% Design in 2015 Charles Lethaby has released over 140 products which are now stocked internationally in leading design stores.

In his former life, Charles was an award-winning teacher of art, sculpture and 3D Design in London schools. In setting up Charles Lethaby Lighting, he brought to fruition a decade's worth of dreams, ideas and ambitions.

Charles graduated from Central Saint Martins in 2004 with a degree in Product Design.

## **CHARLES LETHABY**

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