

4/24/2020

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## KeySmart launches the CleanKey, a safe & easy way to avoid germs

KeySmart, known for the world's smartest key organizer, has launched an antimicrobial hand tool that allows you to safely use door handles, public touchscreens, and buttons.

Many companies have struggled to find their way throughout the pandemic, but KeySmart demonstrates how creative thinking can help a company not only survive, but thrive, during this time of crisis.

The idea for the product came about after one of their existing products, the NanoStylus, gained popularity because it prevents direct contact with store touchscreens. This success sparked the idea of creating a tool that would allow you to avoid touching more public surfaces. After researching potential materials, brass 260 alloy was chosen for its inherent antimicrobial properties. Copper alloys with a greater than 62% copper content have been proven to kill 99.9% of bacteria within 2 hours. The "CleanKey" was born and was launched on [getkeysmart.com](http://getkeysmart.com) to a resounding success.

In addition to the CleanKey and NanoStylus, KeySmart has also repurposed their supply chain to help hospitals in need in their local city of Chicago. Chicago has over 21,000 cases of COVID-19 and hospitals are facing a devastating shortage of protective equipment. To address this shortage, KeySmart worked with its factory to prioritize the production of FDA-approved medical masks. An initial order of 20,000 masks has grown to over 300,000 masks as KeySmart aims to meet the increasing demand.

"We are prioritizing the needs of medical personnel and first responders. We are starting with a donation of 20,000 masks to local Chicago hospitals, and we will scale this donation as we receive more masks and support from our customers," says Michael Tunney, CEO and owner of KeySmart. Tunney is donating his monthly salary to support the production and donation of medical masks.

"For every unpredictable consequence brought upon by this pandemic, there are unforeseen opportunities as well," says Tunney. KeySmart hopes to inspire other businesses to think outside of the box and explore the opportunity and benefits of helping others.