

# Mascarillas Bejar

**Digitalisation to tap quickly into an emerging demand and become a reference for mouth masks in a month's time.**

Spain

## CONTEXT



Fibras Textil Sánchez, is a small company in Béjar (Salamanca) that has completely converted during the pandemic: it is now known as Mascarillas Béjar, and is no longer dedicated to resting textiles (pillows and cushions for drivers, for example), but to an essential product, mouth masks, at least while the pandemic lasts.

When the COVID pandemic hit the company, their “traditional” business decreased enormously. The detection of an urgent need, i.e. mouth masks, made the company react quickly and redirect their business to this product. To do this, they had to acquire quickly new machinery and digitalise to be able to sell their products online, which meant

## CAUSE FOR COLLABORATION

To be able to make the turnaround and do it quickly, they had to acquire new machinery (mainly from China and Taiwan) and digitalise to be able to sell their products online, which meant creating and implementing an e-commerce platform at light-speed. A platform which even faced online attacks in which they were singled out as the simple cover of an Asian manufacturer, with nothing to do with Béjar.

Due to their quick reaction and the transformation of their business in a month's time, they became a viral phenomenon, and were totally saturated with emails, requests and attacks, and realized they had a cybersecurity gap. This led to the second phase in their digitalisation, when they worked with companies specialised in cybersecurity and cloud services, and in this way were able to stabilize the management of the supplies and sales. For this they joined forces with Esprinet, provider of IT solutions, and Data Recover, specialised in cybersecurity.

## SUCCESSFUL RESULT

Similarly, in the company they highlight in all this process that has been carried out, "the importance of Artificial Intelligence, which with the technical support and the use of the cloud as a fundamental element in e-Commerce. New technologies have been vital to develop this company".

Mascarillas Béjar has managed to accelerate its digital capabilities, modernize its supply chain and improve the customer experience, offering a 100% secure way to buy and sell. The company nowadays produces a million masks a day, they have gone from six to almost 100 employees and they

have the factory working three shifts. The future? In their view, “the mask is here to stay as a social habit”, and their aim is to replace the Chinese providers of the Spanish hospital system.