

PRESS KIT



Tweeky.

Our goal is to make handwashing an instinctive and immediate daily gesture thanks to our portable, ergonomic and eco-responsible hand sanitizer dispenser.

Why should we neglect handwashing when we can protect ourselves and others in one quick and easy step ?

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Key figures

Handwashing, "a life-saving gesture" Dr Pittet



80 %
of infections
are spread
by hands

*Study conducted by researchers
at the University of Arizona*



47%
Washing hands
carefully prevents
47% of illnesses

www.presseportal.ch



5%
Only 5%
of people wash
their hands properly

*Study from the University
of Michigan*



transmits
viruses or bacteria



transmits
viruses or bacteria



Saint Sauveur Group, Hospitals and Health Service of Mulhouse



**17,000
bacteria**

*Scientific study supported
by the Estonian Ministry
for Education and Research*



**800 bacteria
per cm²**

Study conducted by CosmétiCar



**100K to 100 million
bacteria**

Dr Didier PITTET



**400x + than
the toilet bowl**

*Study conducted by researchers
at the University of Arizona*

Our story

THE FOUNDERS



Jaouad El Khalki
CEO



Medhi El Makhoukhi
Medical referent



Maxime Bernard
Advisor



2017

Medhi El Makhoukhi, a freelance nurse on the Reunion Island, patents a hand sanitizer dispenser fixed to the arm (initially intended for medical staff only).



April 2020

In the midst of a global pandemic, a few thousand kilometers from the Reunion Island, two childhood friends - Jaouad El Khalki and Maxime Bernard (who live in France and Switzerland respectively) - are struck by the alarming figures around hand-carried transmissions (see key figures).

They realize that hands are the primary vectors for the transmission of bacteria and viruses and decide to create a portable hand sanitizer dispenser.

Our story



May 2020

Project initiation

Power of belief has no borders !
After some research, Jaouad and Maxime discover Medhi's patent and get in touch with him to exchange on hand-carried transmissions. The three of them decide to join forces on this project !



April 2021

Beginning of the project

They had to get to the root of the problem. The solution ?
Make handwashing easier.

In a shared dynamic, they develop a first reusable and refillable gel sanitizer dispenser, the Tweeky Bloc.

They filed a new patent in April 2021. Tweeky Solutions was born !



May 2021

Les Rives Créatives

Tweeky Solutions and the Tweeky project enter the startup incubator "Les Rives Créatives" in Valenciennes.



February 2022

The Tweeky Box

Tweeky Solutions launches the Tweeky Box, an educational tool to make individuals and businesses aware of the importance of good hand hygiene through studies.

Our story



February 2022

The Studies

The first study focuses on evaluation of handwashing efficiency. It shows that 95% of people do not clean their hands properly due to bad handwashing gestures.



February 2022

Thanks to an ultraviolet viewing system, the second study evaluates the right quantity of sanitizing gel that should be used. It helped determine the optimal amount of hand sanitizer one needs for each handwashing according to the size of the hands.



How to use

Sanitize your hands in one simple step anywhere, anytime



Pump providing 1 ml of gel

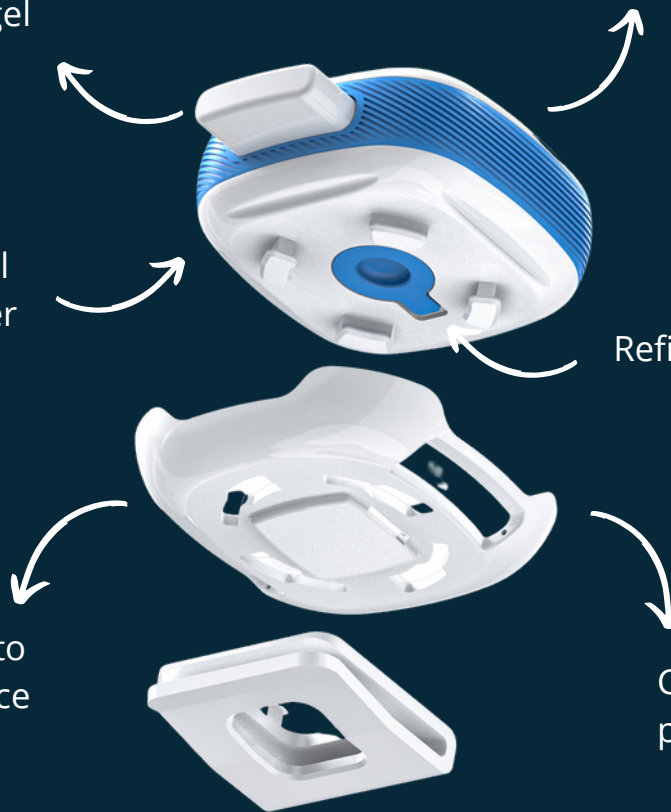
16 ml gel container

Fixing system 1/4 of a turn in a single step to the device holder

Refill cap

Can be fixed to any flat surface

Clip-on accessory for pockets, belts, etc.



How does Tweeky make your life easier ?

Step 1

Point the Tweeky Bloc at your palm and squeeze the pump with your fingers

Step 2

Wash your hands with just the right amount of hand sanitizer gel you need

Product range

Sanitize your hands in one simple step anywhere, anytime



Colors

Black bloc with stripe



White bloc with stripe



The Tweeky Bloc can be clipped to pockets and fixed to car dashboards or flat surfaces such as phones, tablets etc.

THE TWEEKY BLOC

This removable pump dispenser is a small refillable container holding 16 ml of sanitizing gel and delivering 1 ml at each click.

Price : 10 euros



Product range

Sanitize your hands in one simple step anywhere, anytime

THE TWEEKY BAND

It is a wristband that can hold a dispenser bloc containing 16 ml of sanitizing gel.

Wristband that fits kids and adults.

Price : 15 euros

Colors

Black bloc and black wristband

Stripes : ● ● ●

White bloc and white wristband

Stripes : ● ● ●



Product range

Sanitize your hands in one simple step anywhere, anytime



THE TWEEKY TWINS

It contains two blocs holding each 16 ml, being in total 32 ml of sanitizing gel. It can be attached to a belt or a bag.

Price : 20 euros

Colors

Black bloc with stripes



White bloc with stripes



Product features

An innovative product made in France

Right at your fingertips

- Quickly and easily activated
- Available anytime, anywhere



Right amount of sanitizing gel

- 1 squeeze = 1 dose of 1 ml
- Optimized amount of sanitizing gel necessary for each person
- Improved disinfection efficiency



Design

- Elegant and refined



Eco-friendly

- Made from recycled materials
- Less waste than a bottle of hand sanitizer



Easy and quick to refill

- Very easily refillable
- Economical



Eco-friendly products

Eco-friendly hand sanitizer dispensers made in France

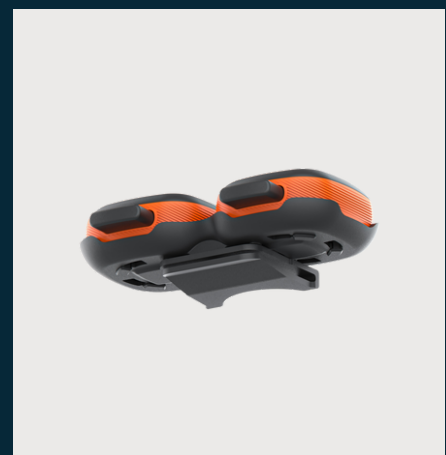
Fight against single-use plastic products

Buying Tweeky means doing something for the planet ! We want to raise consumers' awareness by allowing them to act more eco-friendly and reduce the environmental impact of single-use plastic by offering a refillable product made from recycled materials.

Contribute to the local economy

Our products are made in France, which allows us to work with local partners, to contribute to the creation of local jobs and to limit pollution due to transportation. The majority of our materials and components are supplied in France to guarantee the quality of our products and fast delivery.

We work with a network of sheltered-employment organisations in order to participate in the economic and social actions of the territory. In order to make our products accessible to as many people as possible, Tweeky Solutions offers a quality device at a competitive price.



Our goals



Enable as many people as possible **to improve their hand hygiene** in a **responsible and eco-citizen way**



Reduce the transmission of infectious agents by facilitating and reinforcing hand hygiene



Raise awareness and support individuals and companies in the infectious hazard management



Optimize the use of sanitizing gel while being able to respect the amounts **recommended by the WHO (World Health Organization)**



TweeKy.

Press contact

Jaouad El Khalki
+33 6 58 88 28 43
jaouad@tweeKy-solutions.com

WWW.TWEEKY-SOLUTIONS.COM

