

# Safe Supply Streaming Co. Ltd. Portfolio Company Safety Strips Tech Corp. Advances Strategy with Greenlane Holdings Inc. Distribution Agreement

written by Raj Shah | December 6, 2024

December 6, 2024 ([Source](#)) – Safe Supply Streaming Co. Ltd. (CSE: SPLY) (FSE: QM4) (OTCQB: SSPLF) (“**Safe Supply**” or the “**Company**”) is pleased to announce a strategic collaboration between its portfolio company, Safety Strips Tech Corp. (“**Safety Strips**”) and Greenlane Holdings, Inc. (NASDAQ: GNLN) (“**Greenlane**”). Greenlane, a leading global seller of premium cannabis accessories and specialty health products, has expanded its product diversification strategy by initiating the distribution of Safety Strips’ Toxi Shield iodine tablets, a premium health and safety product designed to protect the thyroid gland during radiation emergencies, such as nuclear events.

The Toxi Shield iodine tablets are manufactured in a Good Manufacturing Practice (GMP)-certified facility in the USA and are endorsed by health authorities for reducing the risk of exposure to radioactive iodine from nuclear accidents.<sup>1</sup> The Toxi Shield tablets address critical global health and safety needs, particularly amid rising geopolitical tensions and the renewed focus on nuclear energy.

Barbara Sher, CEO of Greenlane Holdings, stated:

*“The addition of Toxi Shield iodine tablets reflects Greenlane’s*

*commitment to diversifying our product offerings to include health, safety, and wellness solutions. With the rising concerns around nuclear safety and emergency preparedness, we see significant growth potential for this premium product. Our robust distribution platform positions us to maximize the reach of this critical health solution."*

Geoff Benic, CEO of Safety Strips, commented:

*"The partnership with Greenlane provides an efficient route into the massive U.S. market, allowing us to leverage their extensive distribution network and established relationships."*

Key highlights of the partnership include:

- **Premium Quality Assurance:** Manufactured in GMP-certified facilities in the USA for the highest industry standards.
- **Global Distribution:** Exclusive distribution agreement between Greenlane and Safety Strips dated November 7, 2024 and capability to ship globally.
- **Timely Market Relevance:** Addresses recent directives from Swedish and Norwegian governments encouraging citizens to maintain a supply of potassium iodide tablets.

This strategic partnership emphasizes Safety Strips' focus on harm reduction and health safety innovations while leveraging Greenlane's vast distribution network to expand market access globally.

### **About Safe Supply Streaming Co. Ltd.**

Safe Supply Streaming Co Ltd. is a leader in health and safety innovation, providing proprietary harm reduction solutions through its portfolio companies. The company's mission is to enhance public health preparedness through strategic partnerships and advanced product offerings, ensuring safety and

wellness remain paramount.

### **About Greenlane Holdings, Inc.**

Founded in 2005, Greenlane Holdings, Inc. is a premier global platform for the development and distribution of premium smoking accessories, vape devices, lifestyle products, and health and safety solutions. Greenlane continues to lead in innovation, offering curated third-party and proprietary products to retailers and consumers worldwide.

For more information, please visit: <https://safesupply.com/>

For further information, regarding Safe Supply or the contents of this press release, please contact Bill Panagiotakopoulos, Chief Executive Officer and Director of Safe Supply, at [bill@safesupply.com](mailto:bill@safesupply.com).

**On behalf of the Board of Directors of Safe Supply Streaming Co. Ltd.**

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**The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release.**

### **CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS**

*This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. These statements relate to future events or future performance. The use of any of the words “could”, “intend”, “expect”, “believe”, “will”, “projected”, “estimated” and similar expressions and statements relating to matters that are not historical facts are*

*intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events.*

*The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements regarding: the Company's performance, business objectives and milestones and the anticipated timing thereof, and costs in connection with; the execution or achievement of such objectives and milestones; statements with respect to the growing market for narcotic testing and harm reduction solutions; statements with respect to the market for narcotic testing and harm reduction solutions experiencing rapid growth on a global scale; statements with respect to the success of the multi-year distribution agreement between Safety Strips and Greenlane; the success of Safety Strips' products; and statements with respect to the expansion of the Company's market presence due to continued growth, strategic acquisitions, and innovative partnerships.*

*Forward-Looking information in this press release are based on certain assumptions and expected future events, namely: the Company's ability to maintain or exceed its current performance, and carry out its business objectives and milestones and under the anticipated timing and costs in connection with; the execution or achievement of such objectives and milestones; the Company's ability to capitalize on the potential benefits resulting from the potential distribution expansion in the North American market; the Company's ability to maintain its stated licenses and obtain all necessary additional licenses and regulatory approval required for it to carry out its plans as described; statements with respect to the growing market for narcotic testing and harm reduction solutions; statements with respect to the market for narcotic testing and harm reduction solutions experiencing rapid growth on a global scale; the*

ability for the Company to be a leader in the medical testing space; statements with respect to Safety Strips' ability to generate revenue from the sale of its products; and that there will be continued growth, strategic acquisitions, and innovative partnerships that would expand the Company's market presence.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the Company's inability to maintain or exceed its current performance, and carry out its business objectives and milestones and under the anticipated timing and costs in connection with, the execution or achievement of such objectives and milestones; the Company's inability to capitalize on the potential benefits resulting from the potential distribution expansion in the North American market; either the Company's inability to maintain its stated licenses and obtain all necessary additional licenses and regulatory approval required for the Company to carry out its plans as described; the Company's inability to significantly enhance its portfolio after any strategic acquisitions it may complete; statements with respect to the growing market for narcotic testing and harm reduction solutions; statements with respect to the market for narcotic testing and harm reduction solutions experiencing rapid growth on a global scale; the ability for the Company to be a leader in the medical testing space; and that there will be continued growth, strategic acquisitions, and innovative partnerships that would expand the Company's market presence.

Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect

*and actual results may differ materially from those anticipated.*

*Forward-Looking statements contained in this press release are expressly qualified by this cautionary statement and reflect the Company's expectations as of the date hereof and are subject to change thereafter. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.*

**SOURCE:** Safe Supply Streaming Co. Ltd.

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<sup>1</sup> World Health Organization. (n.d.). *Use of potassium iodine for thyroid protection during nuclear or radiological emergencies*. Retrieved December 6, 2024, from <https://www.who.int/news-room/questions-and-answers/item/use-of-potassium-iodine-for-thyroid-protection-during-nuclear-or-radiological-emergencies>