

PACKAGING: Beyond the Virus

presented by:



PACKAGING: Beyond the Virus



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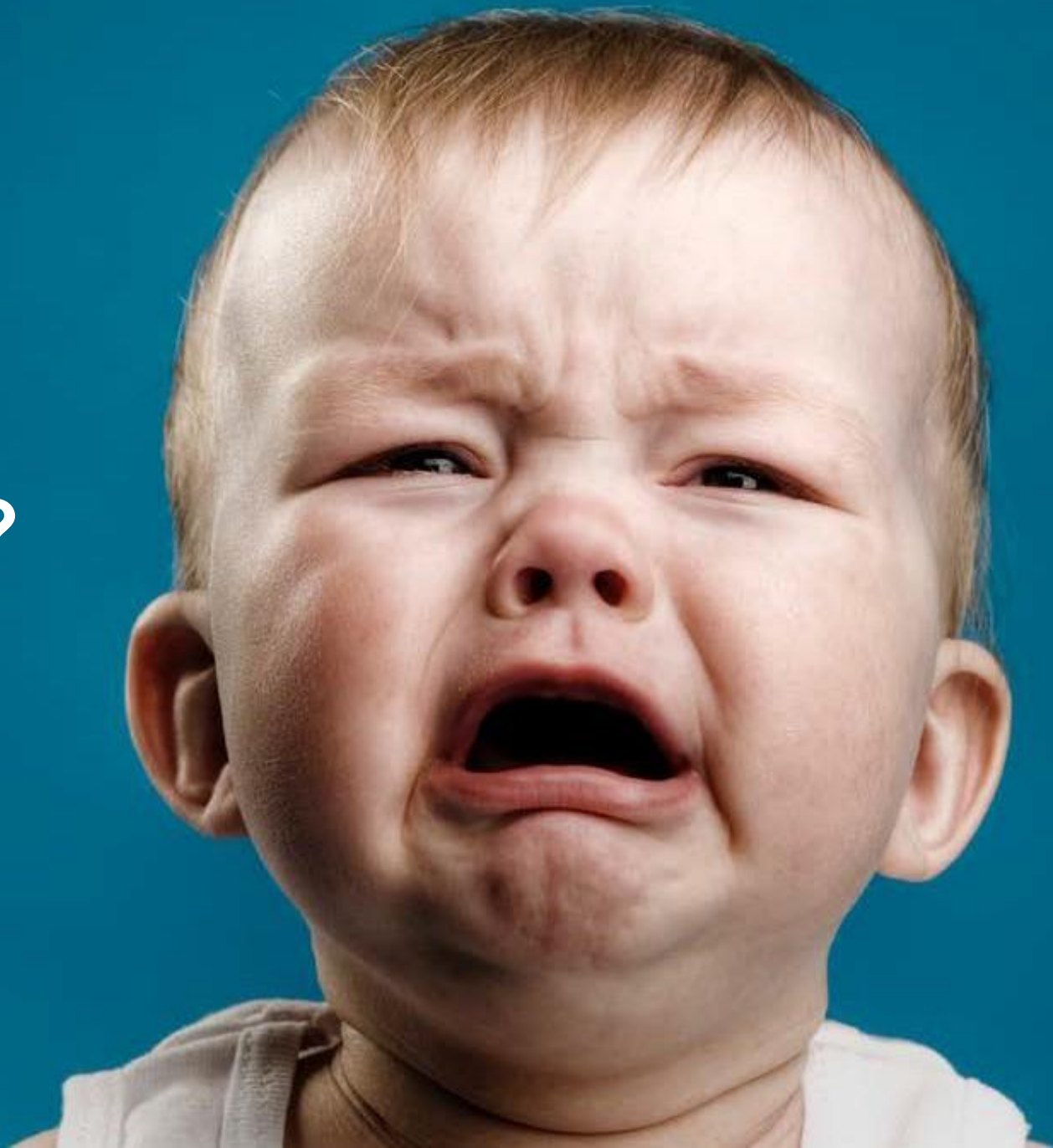
PACKAGING: BEYOND THE VIRUS

PART 1



2020

WHO KNEW?



2020 IS SUCH A UNIQUE YEAR.

IT HAS

29 DAYS IN FEBRUARY,

300 DAYS IN MARCH,

5 YEARS IN APRIL,

AND ROUGHLY A **DECADE** EACH IN MAY AND JUNE.

2020



2021

112 DAYS LEFT



- ▶ **Urgency**
- ▶ **Ingenuity**
- ▶ **Business Sense**
- ▶ **Compassion**



Two hands wearing light-colored nitrile gloves are positioned to form a heart shape. The fingers are curled inward, and the thumbs point towards each other, creating a central void where the word "PACKAGING" is placed.

PACKAGING



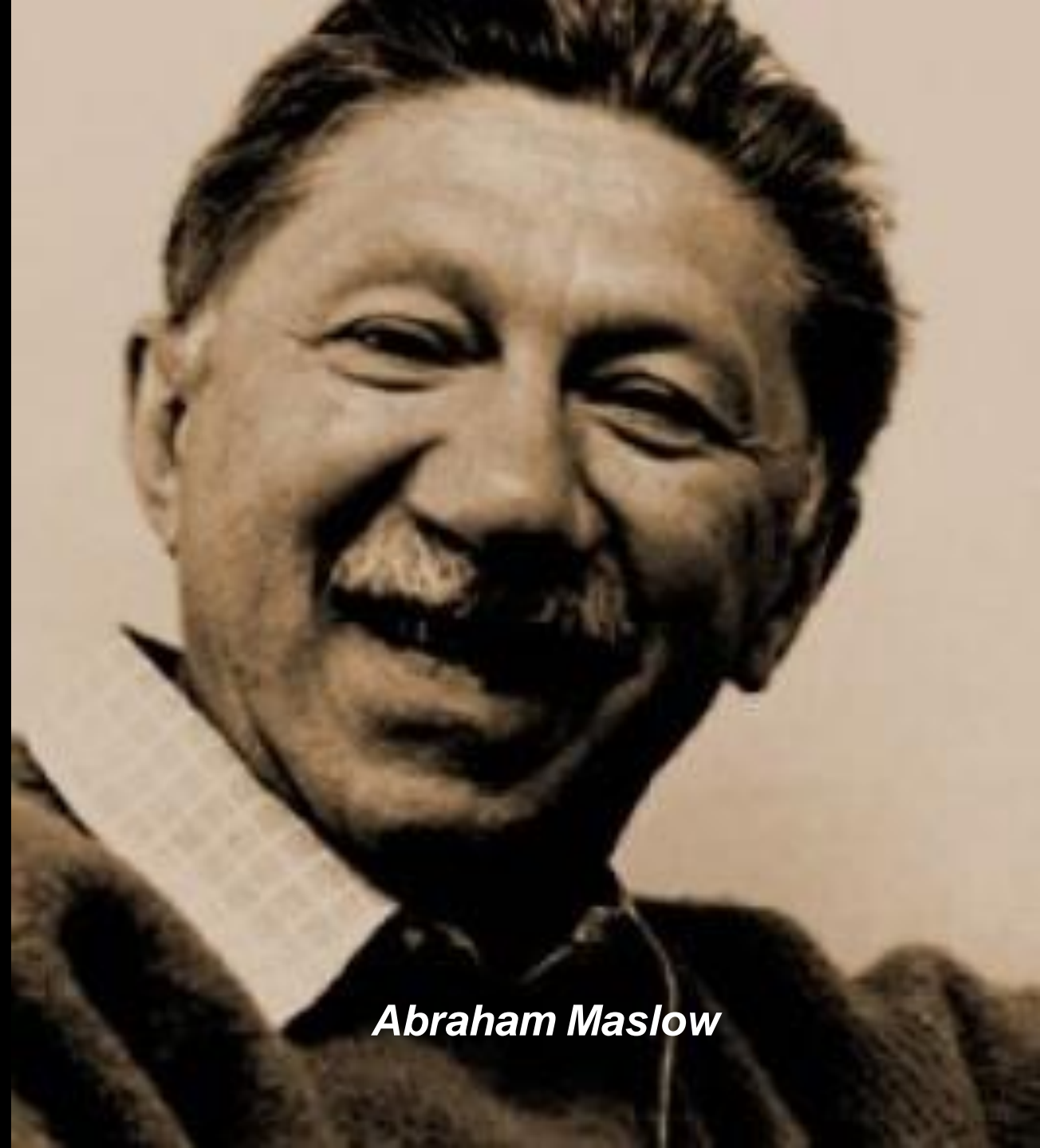
2021

OPPORTUNITY

AHEAD

3 DRIVERS

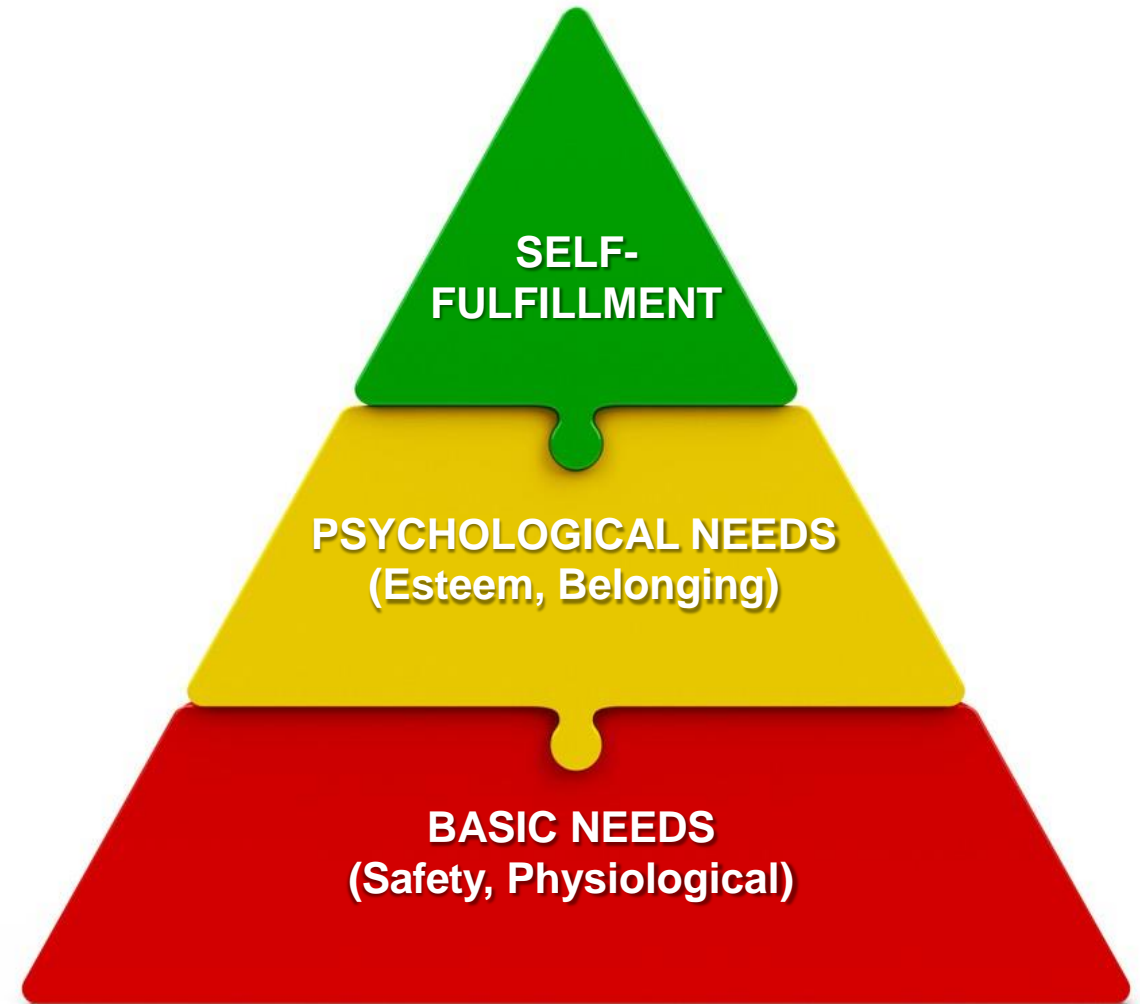
- ▶ Lasting Effects
- ▶ Hierarchy of Needs



Abraham Maslow

Maslow's Hierarchy of Needs:
THREE DRIVERS

Predicated on fulfilling innate needs in priority.




Maslow's Hierarchy of Needs:

DRIVER #1

IS IT SAFE?

- ▶ “Clean” is the new “Green.”
- ▶ Purity Movement:
Hygiene. Wellness.
- ▶ Bulk is the new small.



BASIC NEEDS
(Safety, Physiological)

Maslow's Hierarchy of Needs:

DRIVER #2 **CAN I GET** **WHAT I NEED?**

- ▶ E-commerce 1st. Retail 2nd.
- ▶ Subscription brings familiarity.
- ▶ Part of the tribe.

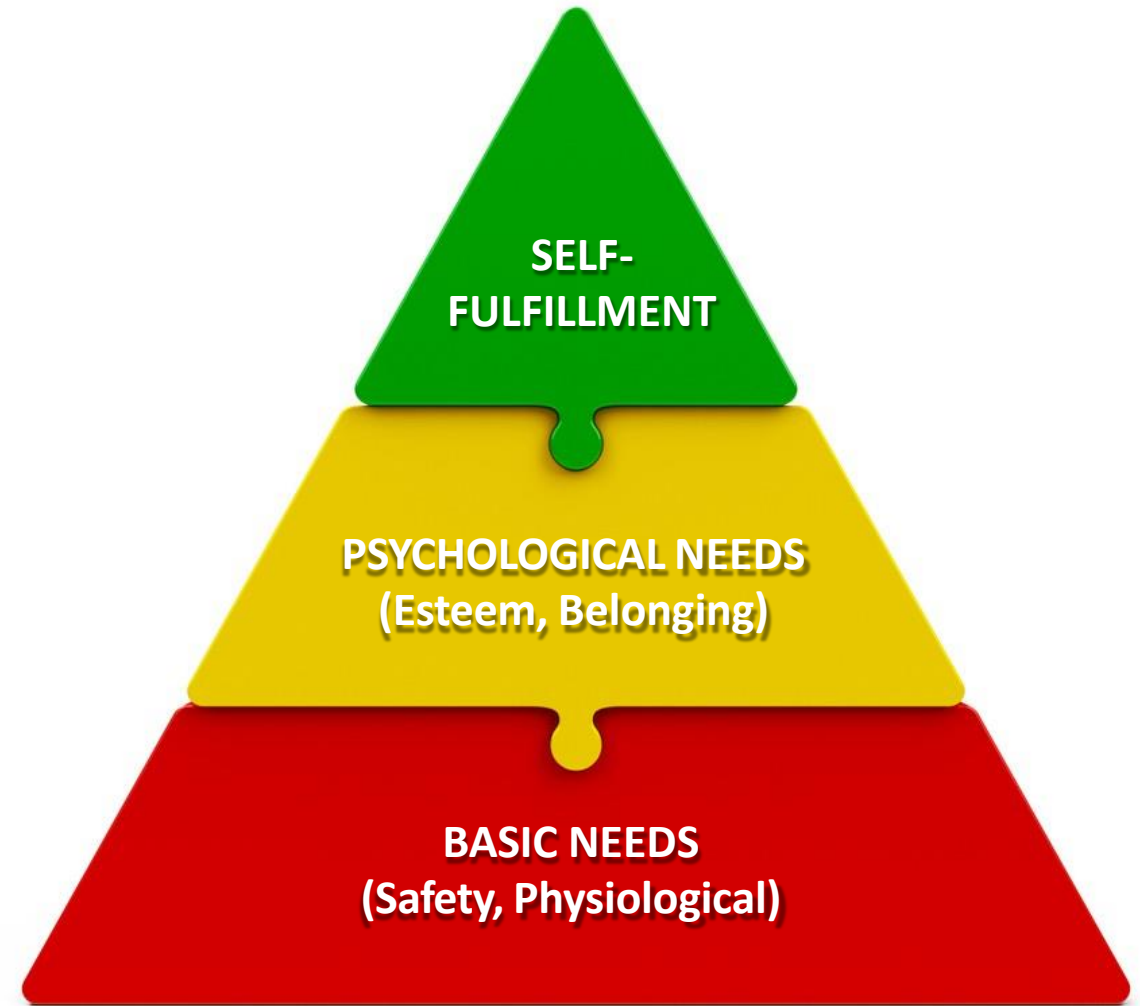


Maslow's Hierarchy of Needs:

DRIVER #3

IS IT AVAILABLE NOW?

- ▶ I want it now or I don't want it at all.
- ▶ Supply chain diversification.
- ▶ Meet the need with speed.

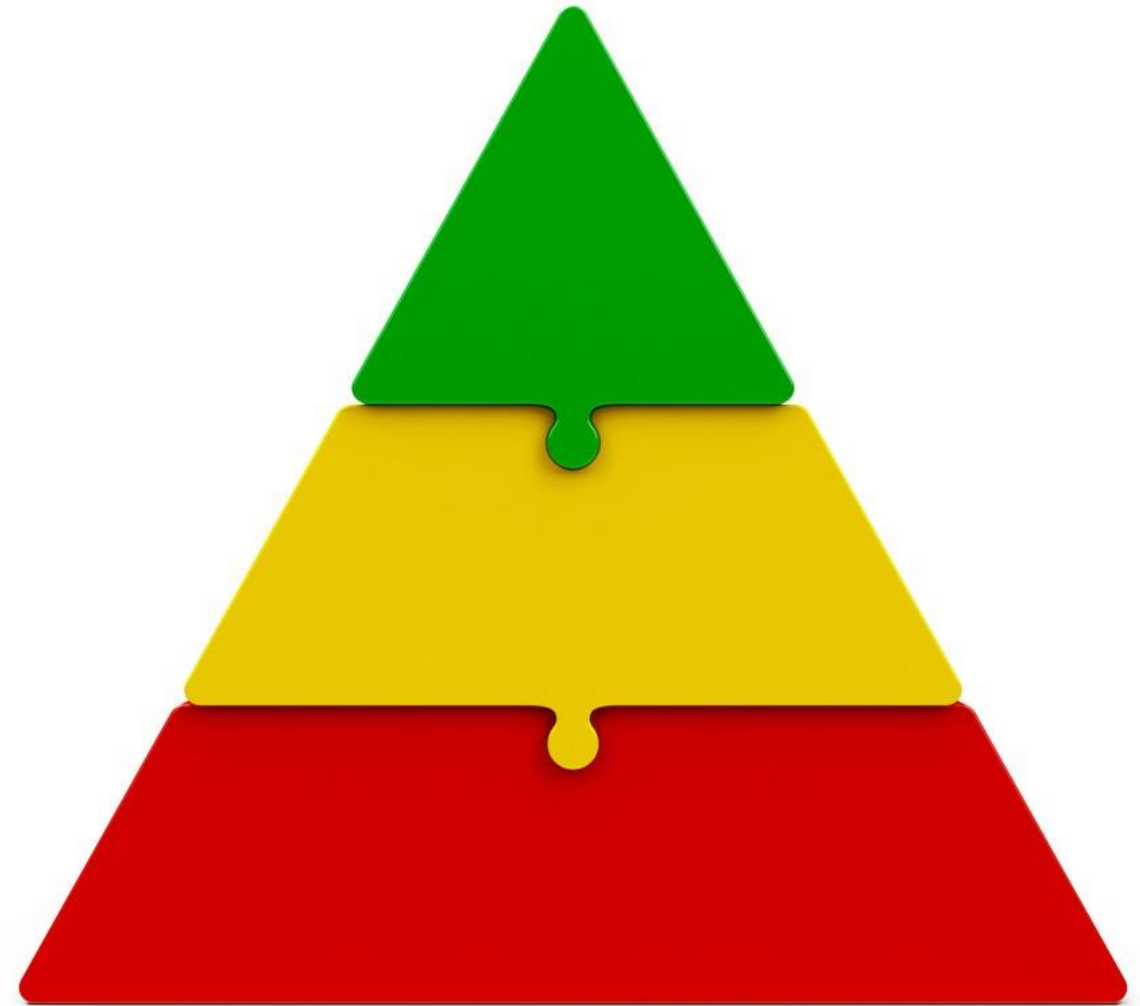


FOR SUPPLIERS & BRANDS:

Be agile and willing to work with diverse partners in new ways.

E-commerce is the forethought, not afterthought.

Align packaging and delivery systems with purity and cleanliness.



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