

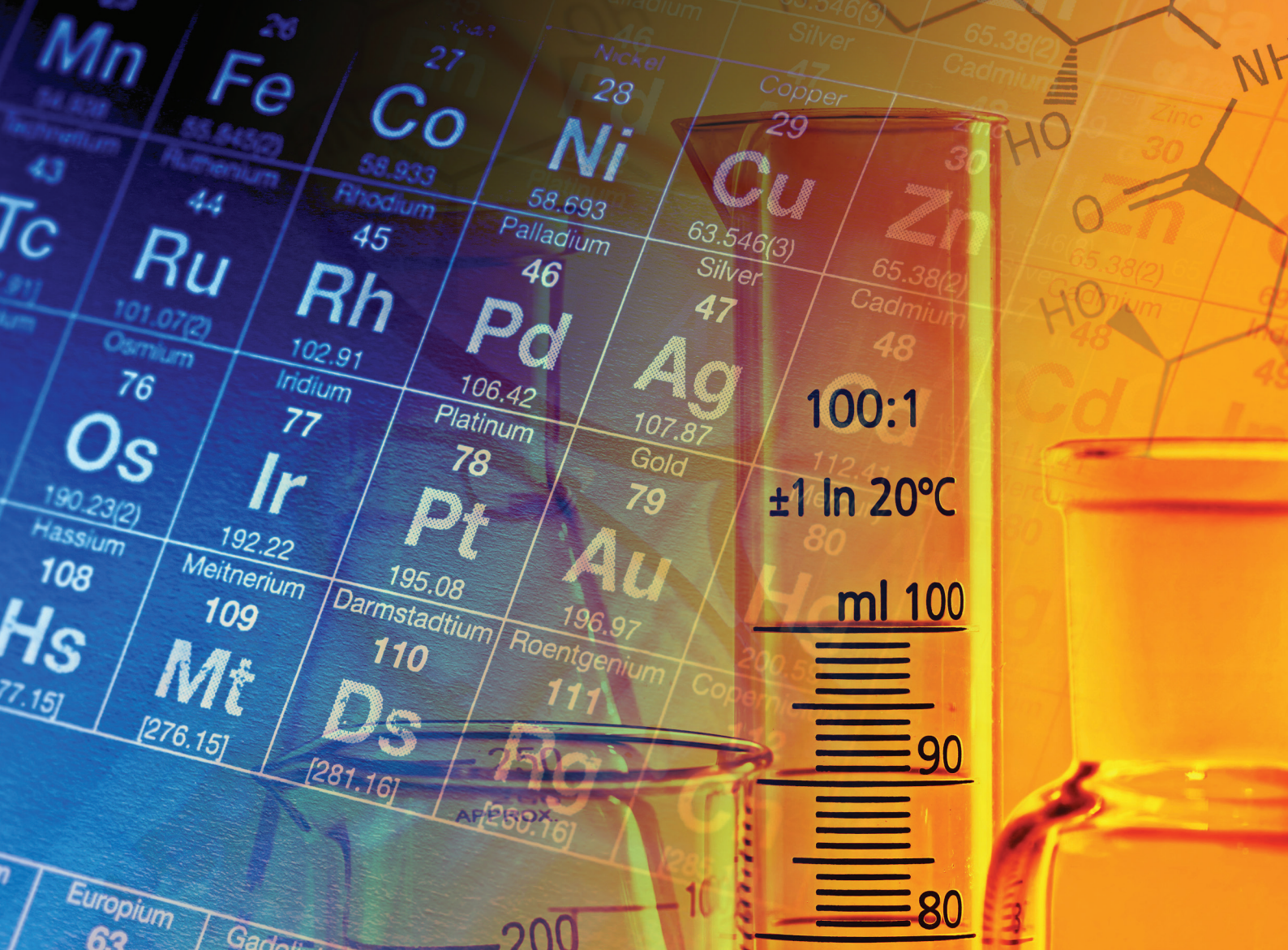
CORDSTRAP INSIGHTS

ON CARGO SECURING FOR THE CHEMICAL INDUSTRY

A person wearing a white protective suit, blue gloves, and blue safety goggles is working in a laboratory or industrial setting. They are using a tool to work on a large, stainless steel cylindrical component. The background shows other industrial equipment and pipes.

How pandemic pivots
have been critical
in maintaining resilience
in a fast-changing world

cordstrap



There can be no doubt that the COVID crisis has been a real challenge for the chemical industry. As we emerge from the crisis, those companies that have demonstrated real agility are the ones most likely to thrive in the post pandemic world.

It has become clear that the after-effects of the crisis will last for years to come as businesses deal with a potential global recession and long-term reductions in productivity across sectors due to falling consumer confidence. It's also opened all of our eyes to the disruptive potential of future crises that we may have to deal with.

In this edition we'll look at

- How pandemic pivots have been critical in maintaining resilience in a fast-changing world.
- How they can help businesses thrive through the recovery period and beyond.



Agile logistics are the key to successful pivots.

The “pandemic pivot” became a common business term over the past twelve months. It’s a tactic that was adopted from the boardrooms of multinationals to small specialist producers. Put simply: it’s about turning production round quickly and repurposing it to meet new demands as they emerge.

Pivots helped the most resilient chemical businesses to address breaks in supply chain caused by the crisis and seize opportunities as they arose. It’s now clear that that level of agility is a vital part of every businesses’ strategy moving forward in a post-COVID world.

One classic example was the global hand sanitizer market. It is now six¹ times bigger than it was a year ago and is set grow at almost 10% a year over the next six years. World Health Authority (WHO) guidance requires it to have an alcohol content of over 75%² to be effective against a virus. It’s a fact that has not been lost on the chemical industry, many of whose biggest names pivoted production to supply this surge in demand for ethanol.



Injecting new life into fine chemicals businesses.

As successful vaccines now come to market, manufacturers project that they will be producing 9 billion doses by the end of 2021. This will drive demand for fine chemicals presenting another opportunity for agile companies to pivot and supply.

Demand has also risen from pharmaceutical companies requiring active ingredients and intermediates to produce new COVID treatments. One Indian specialty chemical company, experiencing falling demand from the textile industry, was able to pivot to provide a short supply chain solution to a neighboring pharma facility that was experiencing supply chain blockages from China.



¹ <https://univdatos.com> ² www.who.int ³ www.mckinsey.com



Agility is nothing without secure logistics.

We've talked about the speed of change facing the chemical industry but it's important to remember the safety aspects of chemical logistics. Even hand sanitizer could now be classed as a hazardous cargo if being carried in anything larger than 1-liter bottles. At Cordstrap we're committed to provide you with the security you need to shift supply chains seamlessly and safely. So, while you may need to pivot, you can be sure your cargo won't.

- We engineer innovative, cargo protection solutions designed to protect any load type on any modality across the world.
- These can all be tailored to match specific cargo and packaging types.
- Cordstrap Cargo Monitoring combines big data and IoT technology with unparalleled global cargo protection expertise, providing our customers with both clarity on what happens in a container during transit and tailored solutions to meet their cargo shipping needs.
- Our strapping systems and dunnage bags have been designed to be simpler and faster to apply saving time and labor while delivering unparalleled strength and security.
- Our market-leading moisture control solutions deliver the most effective absorption rates currently available.
- As the world's only truly global cargo protection specialist, we are in a unique position to support you as you deploy new supply chain routes.
- Our cargo protection solutions are all CTU code compliant and have won the approval of the world's leading regulators and insurers including: Germanischer Lloyd, the IMO, Mariterm AB, Eurosafe and the Association of American Railroads (AAR).



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To discuss how we can reinforce your supply chain and give you the confidence and agility your business needs to lead the post-Covid recovery, get in touch.

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