

CORDSTRAP INSIGHTS

ON CARGO SECURING **FOR THE FOOD & BEVERAGE INDUSTRY**



**How the food and beverage
industry turned a crisis
to its advantage**

cordstrap

Having experienced over a year of disruption caused by the global pandemic, we are all a little older and considerably wiser. As a result, we now have a food and beverage supply chain that is leaner and more agile than ever before.

In this edition of Cordstrap Insights we'll look at the lessons we can learn from "pandemic pivots" and examine how pivoting helps businesses seize new opportunities and adapt to sudden changes quickly and effectively.

Innovative pivots have become central to resilient business models.

The "pandemic pivot" became a common business term during the pandemic and it's a tactic that was adopted from the boardrooms of multinationals to small artisan food and beverage producers. In brief, it's about turning production round quickly and repurposing it to meet new demands as they emerge.

One of the most obvious new markets that arose during the hand crisis was for hand sanitizer. This went from being a niche, clinical product to an everyday essential in public spaces and workplaces. To meet WHO standards as an effective antiviral, it must have a 75% alcohol content.

The alcohol industry pivot.

This prompted industrial ethanol producers within the chemical industry to pivot to hand sanitizer production, but to meet the exceptional demand, some more lateral entrants to the market came from the food and beverage industry. Several major distillers around the world have started producing alcohol for the personal sanitizers and brewers have also joined the throng.

Deprived of their usual hospitality markets during lockdown, Brewdog, one of the UK's most dynamic challenger brands who had already made headlines tackling the food waste crisis by brewing beer using surplus bread, reconfigured their facilities to create "Brewgel". This new antiviral hand sanitizer carries the same youthful branding as their range of artisan beers and helped generate extensive media coverage for their core brands.





Feeding fresh markets.

Canadian farmers, who saw restaurant and hospitality business disappear, were inspired by empty supermarket shelves to pivot and distribute their produce direct to consumers via Shopify. The Canadian ecommerce platform specializes in distances of less than 15 miles between sellers and buyers. Shopify's own pivot to help their new customers was to develop a bundle of cloud-based services enabling vendors to manage expenses, pay bills, anticipate cash-flow issues, and optimize deliveries.

On a different level, Unilever has pivoted to prioritize its packaged food, surface cleaners, and personal hygiene product brands over those products, where demand has fallen. The company is still waiting to see which changes might become permanent. If the surge in remote work continues after the crisis, it seems likely that some of Unilever's pandemic pivots will become permanent.

Successful pivoting invariably means deploying new supply chain routes with new regulations and requirements and potentially, new modalities. This is why it is critical to team up with a cargo securing partner who can engineer precisely the right protection to match your new products, packaging and supply routes.





Helping you secure a better future as we recover from the crisis.

At Cordstrap, we are proud to have been able to help businesses adapt supply chains at speed without compromising the security of their cargo.

- 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, Maritimer AB, Eurosafe and the Association of American Railroads (AAR).



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Food and beverages were a lifeline during the pandemic and people suddenly appreciated the critical importance of the food and beverage supply chain. To talk to us about how we can help you keep the world's most precious cargo safer, get in touch.

Cordstrap Netherlands B.V.
Nobelstraat 1, 5807 GA Oostrum, The Netherlands
Tel: 0031 (0)478 519000

Cordstrap USA Inc
6400 Shafer Court, Suite 475, Rosemont IL 60018
Tel: 262 898 6670