

CSCL SPRING SYMPOSIUM

SURVIVING AND THRIVING IN A COVID-19 ECONOMY

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ABSTRACT



Packaging in a Pandemic

Cynthia Billone, Ray Lopez, Dana Pierce
Sales Representatives, Pratt Industries

Packaging has been tremendously impacted during the pandemic, with box demand at levels higher than any other time in history. Three sales representatives from Pratt Industries will discuss the corrugated industry's thriving e-commerce demand during the pandemic, their unique sustainability strategy, and changes in consumer behavior in 2020-2021. The team will share beneficial sustainability insights and details of Pratt's nationwide recycling program, including the Close the Loop. Driven by an increase in e-commerce during the impact, corrugated packaging demand has also increased affecting the paper industry overall. Related e-commerce trends and general facts will be explored. This increase in demand during the pandemic has also affected customer supply chains requiring companies to quickly and creatively adjust their processes. Our team will share a variety of Covid connection solutions that Pratt employees deployed to continue building relationships in virtual times.