

## Navigating Packaging Through a (post-) Pandemic World

As we face the Covid-19 global pandemic of 2020, many of you are reaching out, looking for answers. So, we are launching a series of emails. This is the first.

PTIS, Leading Futurists and some of our valued Alliance Partners will provide perspectives, insights and tools you can use to help you understand the near-future needs of your stakeholders, wherever you may reside in the value (chain) web – brand owner, retailer, material supplier, converter, OEM, contract manufacturer, consumer, employee, Private Equity/VC, and more.

The old normal is gone. What might the “next normal” for society and the packaging sector look like, six months or even three years from now? How will we prepare, and be positioned to recover and excel? That’s what we’re working on.

Please call or write to let us know what you think. Thank you, and stay safe.

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## Moving Into the Next Normal

<p><b>Moving into the next normal</b></p> <p>The world as we knew it a few months ago will not come back or reopen intact. We <u>won't go back to normal</u>. Business and consumer life are changing. In places, changing permanently. We will have a <u>next normal</u>, one that has yet to be defined or to come fully into focus.</p> <p><u>And planning and strategy can't wait.</u></p>	<p><b>A voice from the future</b></p> <p>"I am surprised how we do just about everything differently now. It took the Covid-19 pandemic to knock me off of a lot of my habits. Sure, I'm unhappy about a lot of it, but you learn what matters, what doesn't really, in something like this. I think it's like my grandparents in World War II really. Life just became different. But there was lots of good change and progress too."</p>
<p><b>What this means for packaging</b></p> <p><u>Now is the time</u> to explore impacts but also possibility, challenges but also opportunities. The organizations that 1). Are ready to step into their next normal, starting as soon as now, 2). Have gamed out their responses to likely change, and 3). Know what to watch and monitor to time their actions, and move agilely, will be the successes coming out of the crisis.</p>	

## Why Conduct Market Research Now?

### What is already changing? What is emerging?

Our partners at **Priority Metrics Group** weigh in on why you need to know and how they can help you find out. Priority Metrics Group (PMG) and PTIS collaborate to provide proprietary research for clients across the value chain.



### The Post-Pandemic World

Depending on the market segment(s) a company operates in, there will be numerous post-pandemic changes that the organization will need to predict, consider, and prepare. For example, supply chains will need to be more robust; the competitive landscape may look dramatically different; the customer base will have added requirements and needs; the demand for various products may shift. Changes need to be identified and understood, and the potential impacts addressed in new strategies. Market research should be a top priority as companies address the transformation of business brought about by COVID-19.

### Critical reasons to get started now

1. Strategies must be in place: Based on the predicted timing of the US economic rebound, your post-pandemic growth strategy must be initiated by mid-Q3 to be fully effective in Q4. Now is the time to begin the foundational market research work that will feed the strategy. Don't miss the curve.

2. Insights are more accessible: The availability of individuals typically targeted for both qualitative and quantitative research is more favorable. Over the last month, Priority Metrics Group has had a higher response rate in scheduling interviews.
3. Market consolidation is inevitable: In any consolidating market, the first to the table often reap the rewards.

### Quotes for our times...

- **“Life doesn’t get easier or more forgiving, we get stronger and more resilient.”** Steve Maraboli, Life, the Truth, and Being Free
- **“The human capacity for burden is like bamboo- far more flexible than you'd ever believe at first glance.”** Jodi Picoult, My Sister's Keeper
- **“Do not judge me by my success, judge me by how many times I fell down and got back up again.”** Nelson Mandela

#### Some additional resources:

- Follow the Future of Packaging @PackFutur on Twitter for daily insights for the future of packaging
- Additional resources from our friends at PMMI and Packaging World: <https://www.pmmi.org/coronavirus>

### The Future of Packaging - PTIS and Leading Futurists Collaboration

Since the late 1990s, leading companies from across the packaging value chain have relied on PTIS and Leading Futurists to guide their future-focused strategies, leveraging foresight tools to anticipate change and navigate through uncertain waters. Every three years we offer the Future of Packaging program for a multi-sponsor deep-dive into the shape of change for the sector.

Our tools help to assure your packaging is hitting on key global trends & stay ahead of competitors. These services can be delivered live or remotely and include:

- The Future of Packaging programs
- Scenario Planning programs and workshops
- Customized Trends & Insight workshops
- Teaching techniques such as Horizon 3 thinking
- Ongoing future insights newsletter
- Individual company "Future proofing" audit of packaging, operations

