

**HOW TO WIN  
(EVEN) IN 2020**

---



**Emmerson**  
PACKAGING

In a Pet Food Processing survey of pet food businesses conducted over several months, 91% of respondents reported their business being negatively affected in some way by COVID-19, and 72% reported being moderately or heavily impacted.

91% of pet food businesses have been impacted by COVID-19. How can your company embrace change and grow through uncertainty?

Global supply chains have borne the brunt of the impact. 71% of pet food producers have seen disruptions in their ingredient supply chains, and 26% have reported packaging disruptions.

Consumer trends are no longer predictable. At the outset of the pandemic, stockpiling caused a short-term boom, followed by months of declining pet food sales. If future waves hit, the cycle will repeat itself. Once it's over, who knows?

In short, no one knows what the next normal is or when it is coming.

That's why **planning for the next normal is bad for your business**. Pet food producers who embrace change and build resiliency into their operations will be the first to find the path forward.



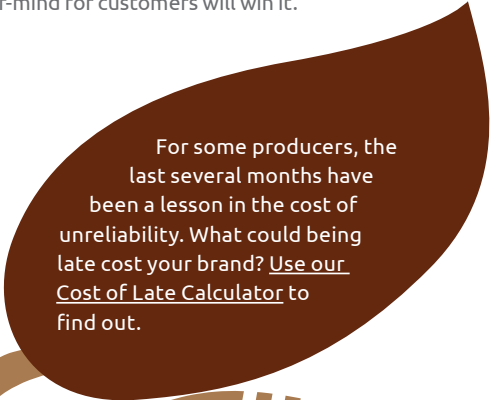
## INTERRUPTIONS ARE THE ENEMY OF INTEGRITY

---

**The old problem:** A 5% out-of-stock rate with just one retailer can cost your brand hundreds of thousands of dollars.

**The new problem:** Supply chain interruptions have made inventory insufficiency a nearly unavoidable problem, and consumers are no longer willing or able to go out of their way for pet food. If you're not on their one-stop grocery store shelf, you're not an option. And if you are, but don't have a reliable supply chain, competitors are going to make the most of your shelf space.

Brands that can maintain integrity and shelf presence throughout a crisis by avoiding interruption will be ahead of the game. Brands that can stay top-of-mind for customers will win it.



For some producers, the last several months have been a lesson in the cost of unreliability. What could be late cost your brand? [Use our Cost of Late Calculator](#) to find out.



## WITH CHANGE COMES OPPORTUNITY


---

An unstable market will reveal cracks in your business model. Instead of struggling to patch the old model, now is the perfect time to strengthen your brand and build resiliency so that whatever comes next, you're ready for it.

Some CPGs will suffer as a result of changed buying habits, but pet food isn't an area where consumers are willing to cut back. Even as people alter their own eating habits by reducing the amount of fresh food they buy or shifting

more spend to delivery and takeout, their pets' diets must remain more or less the same to keep them in good health (and they know that). As long as people have pets, there will be opportunity for pet food brands to grow.

Maintaining brand security and continuous operation of supply chains is critical. You can start by aligning yourself with reliable and credible suppliers to help propel your brand forward.



## EMMERSON PACKAGING: A RELIABLE PARTNER FOR GROWTH

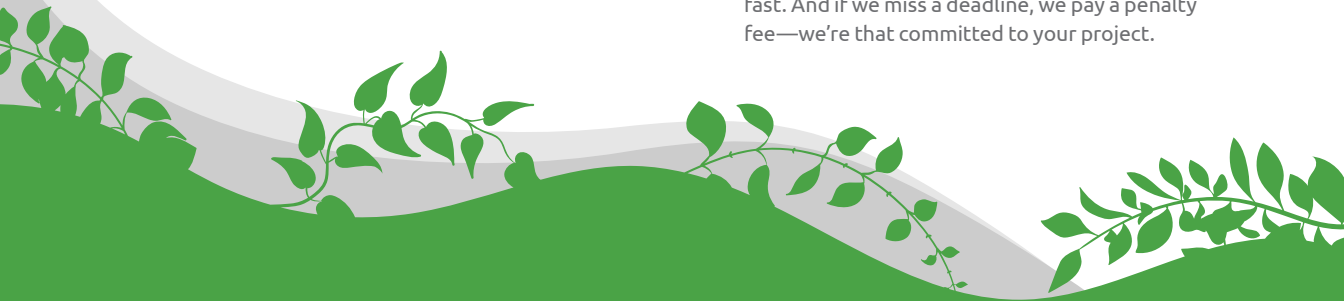
---

The past few months are the most turbulent we've experienced in over 60 years of business, but we haven't missed a beat. We've remained steady and consistent throughout the pandemic, allowing us to stay open 24/7 with heightened safety protocols in place.

We're still growing, even now. We're adding new staff and new equipment. We can help you do the same.

Emmerson Packaging is part of a solid supply chain that has continued operating throughout the pandemic, furthering our track record of reliability. In a time of uncertainty, we still guarantee our lead times and provide new product launch support.

With a dedicated central project coordination team, we can help filter out the noise and bring your brand to shelf on-time and on-spec. With a 98+% on-time delivery rate, our customers know they can trust us to get them to market fast. And if we miss a deadline, we pay a penalty fee—we're that committed to your project.



## LEARN MORE ABOUT OUR PET FOOD PACKAGING SOLUTIONS:

---



PetVent is a hidden, high-performing filtered air vent that helps increase packing efficiency and avoid product contamination.

[Learn more about PetVent](#)

PetPack-BDG™ is a completely shelf-stable, biodegradable package designed specifically for pet food. It's also recyclable and available in white or clear, roll stock or engineered packages.

[Learn more about PetPack—BDG™](#)

We specialize in custom solutions. Contact us to start your project today.

[Start your project](#)

A family business for three generations, Emmerson Packaging honors a tradition of excellence in craftsmanship and superior service with innovative flexible packaging solutions for your brand.

Our Mission: Customer Success.

**[Emmersonpackaging.com](http://Emmersonpackaging.com)**

12 Tupper Blvd., Amherst,  
Nova Scotia, Canada, B4H 4S7

**(902) 667-7241**