

QUESTIONS AND ANSWER SEGMENT

QUESTION

How do you see simulation technology supporting the lane-risk assessments?

ANSWER

"I absolutely see simulation as playing a big part in the industry moving forward. While I think that simulation can help drive down qualification times, drive down risk in the supply chain, the caveat to that is that it has to have good data in, and any time you look at simulation, it should be leveraged based on good information. That's what I talked about earlier in the presentation about good, clean data input into the system. Good, clean data will drive the value of that moving forward."

Could there be better and cheaper C2B return logistics with reusable packaging?

"I think what people are asking me here is can this be used in more widespread consumer distribution, and I think the answer is yes, absolutely. You are already starting to see it locally with different vendors, but what you see in my neighborhood is a return to the old 'milkman model' where you have people returning, cleaning, and utilizing packaging multiple times. You're seeing, at least in the consumer world, trends of reusing kitchen soap (packaging) and I absolutely expect to see that filter-into a greater part of society, and when you're talking about pharmaceutical world specifically, where I see eventual movement to that is direct-to-patient shipping of drugs and help ensuring, specifically with IoT technology, not only proper temperature distribution, but also chain of custody, and compliance with who gets that medicinal material in the end. That's a great place where reusable packaging can help enable technology and security to really move into a new segment of supply."

Could IoT be used in food packaging applications as well?

"Absolutely, yes. The food world is very different, and without digressing into all the intricate details, the food world is really driven on the dollar figure behind it. Pharma is compliance and safety for our patients; the food world is very much driven on cost, and specifically, cost of loss, and when you are getting into perishable, shelf-time. IoT technology can do a wonderful job in driving and understanding how real-time events impact your eventual shelf-life of your product, and in the food world specifically, in the retail market, that can be equated to strict dollar figures."

What materials are you targeting for reusable packaging?

"For our parcel shippers, we look at VIP insulation as our primary solution, however, there are a number of other technologies in the market. You can utilize tote technologies, and plastic outer shells. It really does depend on what your supply chain and your needs are. It's one of the areas where I'd encourage you to talk to our team. One of the things Cold Chain Technologies really does specialize in is custom solutions that fit in the supply chain, and that doesn't change when we talk about reusable solutions."

DISCLAIMER

The information contained in this presentation and related materials are not intended to constitute advice of any kind or the rendering of consulting, or other professional services. Viewing this webinar does not establish any contractual relationship with Cold Chain.

To the maximum extent permitted by law, Cold Chain makes no representations or warranties of any kind, express or implied, as to the information or content included in this presentation. Cold Chain does not accept liability for any claim, loss, demands or damages of any kind whatsoever (whether such claims, loss, demands or damages were foreseeable, known or otherwise) arising out of or in connection with the use of the information, content or materials included in this presentation, including without limitation, indirect or consequential loss or damage, and whether or not advised of the possibility of such claim, loss demand or damages and whether arising in tort (including negligence), contract or otherwise.