

The Post-Pandemic Digital Changes in the Plastics Industry

The global pandemic accelerated the adoption of digital practices, and much that was working “analog” had to be adapted to digital, and fast. We all remember the switch to “Working from Home” and the wave of webinars. Even digital trade shows took place instead of meetings in person. Then came the realization that “digital” did not just mean digital marketing and meetings on-line, but “digitalization” allows for different, faster, factor x more efficient processes and improved outcomes. Now we are officially “post-pandemic” and we realize these processes are here to stay. There is no going back. The world keeps changing – continued supply chain challenges, inflation, fear of recession, war in Europe.... Why do some specialty chemical companies in our industry choose digitalization to deal with the new opportunities and new threats?