

**Reliable Paper, Inc.  
Brickford Faucette  
Acworth, GA**

I'm going to share with you our experiences and strategies we have taken so far:

We have been non-stop since the end of February. We have been very fortunate to recognize trends, get in early, stay up to date with the market and keep our stock levels adequate while still serving our accounts. No good summary of these trying times would be complete without the terms "Pivot" and "Fluid". Those who can pivot and operate with a level of flexibility are the ones that are going to come out on top. **Over Communicating to customers to set or establish realistic expectations is a must.** With lead times being a very loose estimate at best, Dealers have an obligation to educate their customer base with the trends or market changes in order to put them in the best position to have product orders fulfilled at the earliest time possible. Monitoring incoming stock, suggesting blended orders between product skus or recommending new or outside the box solutions are necessary in order to be that trusted resource that Independent Dealers are known for. We have worked with customers to save their sanitizer refills, provide them with bulk sanitizer and educate them how to refill through the screw on cap or even cut a small slip and heat seal it closed after filling.

Those that choose to adapt, and pivot will be successful. Through my personal dealings, it's the smaller dealers that have the easiest time pivoting and being flexible as opposed to the larger dealers with more red tape to deal with.

Let me know if you have any follow up questions. I'm happy to provide suggestions or insight on what has worked for us to turn what could have been a disastrous time into a record-breaking year.

Stay safe and healthy

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