



TRACEGAINS WEBINAR

# Creating Operational Agility Through Co-Man Partnerships

August 25, 2022



Meet  
Your Moderator

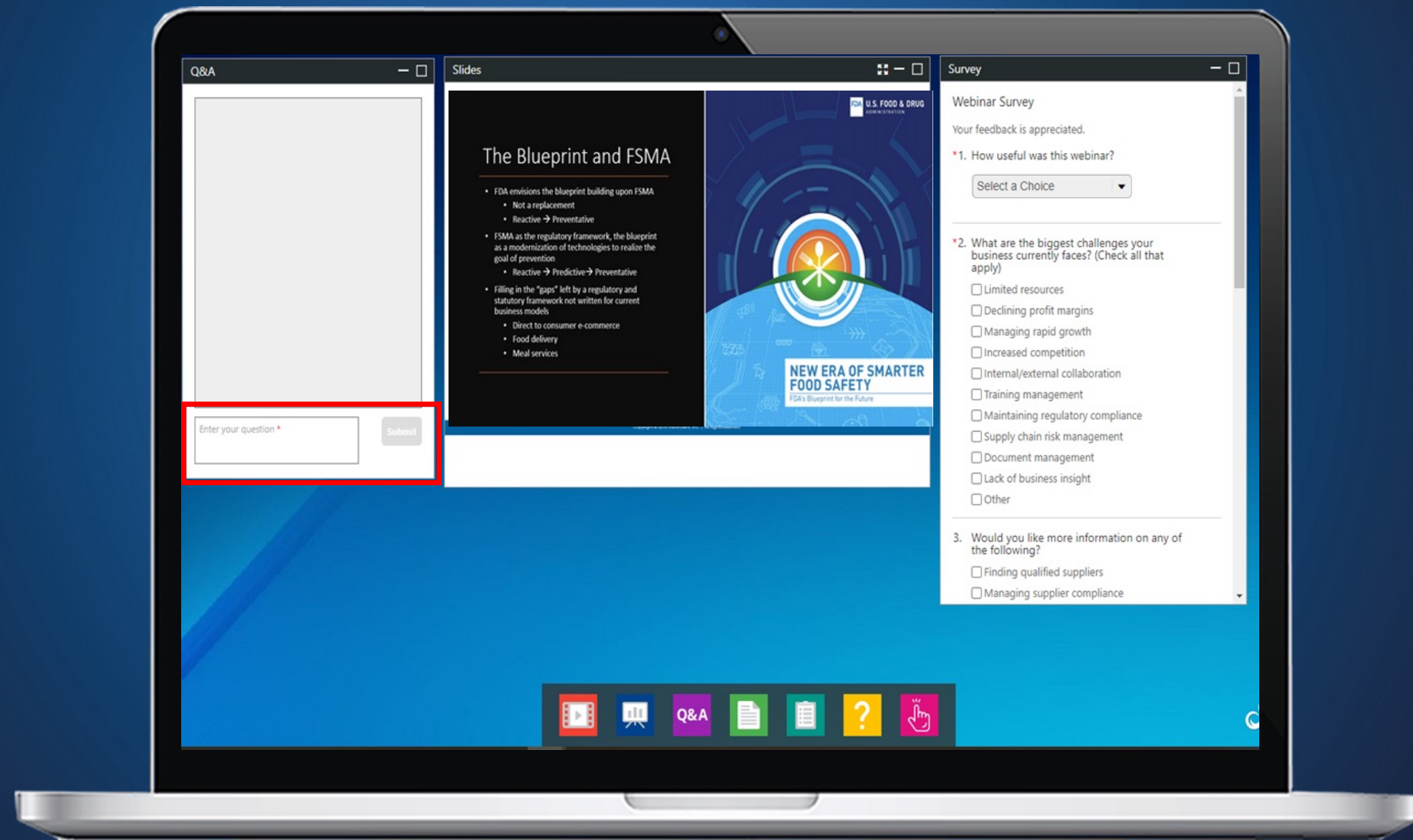


Kristen Goodale  
Marketing Coordinator



**Slides And Recording  
Will Be Shared**

# We want to hear from you! Please type your questions in the chat box.



# About TraceGains

Together we do more



Food and Beverage ●●● Dietary Supplements ●●● Retail ●●● Consumer Packaged Goods



**Discover the Power of Networked**

# What Makes TraceGains Different?

On average, companies find that 80% of their suppliers are already on TraceGains Network.



# Meet

Your Speakers



Paul Bradley  
Sr. Director, Product Marketing



Jason Mueller  
Software Sales Engineer



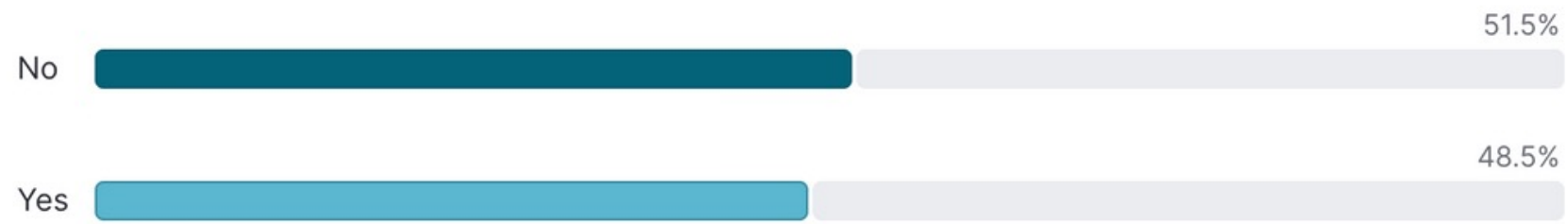
# Contract Manufacture is Big. But why?

- Emerging Brands are looking to Co-Mans to get to market quickly with innovative products.
- Established Brands are using Co-Man partnerships to drive innovation, getting new ideas to market and testing them.
- Co-Manufacture provides flexibility to expand capacity, or to monetize idle factory space.
- Big Brands are looking to Co-Mans as a means of getting out of the labor and risk of manufacturing.

# And the Survey Says...

- More than half of survey respondents use Co-Mans.
- More than half of those organizations use 5 or more Co-Mans.
- 40% of respondents also manufacture for other companies.

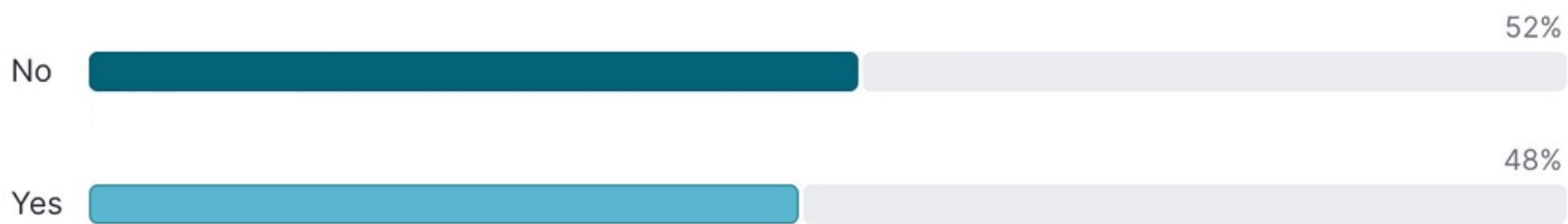
TraceGains is trying to better understand how co-manufacturing and co-packing affects our customers. Does your business use co-manufacturers and/or co-packers?



Does your business co-manufacture and/or co-pack for other businesses?



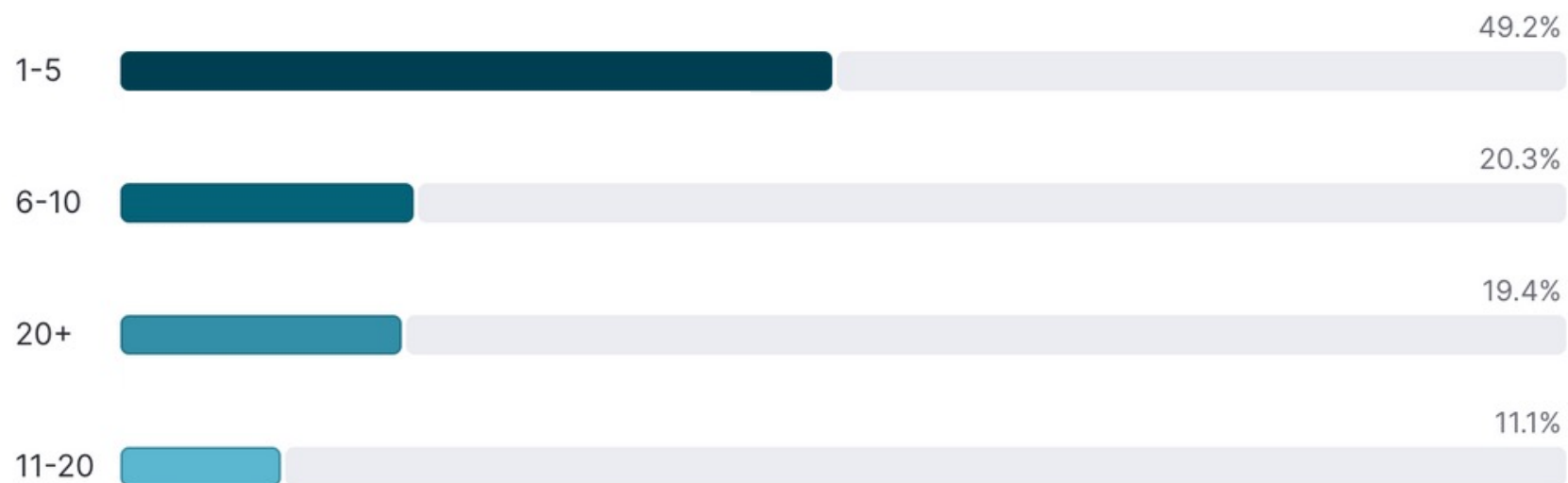
Do you work with the businesses that you co-manufacture and/or co-pack for through TraceGains?



How many businesses do you co-manufacture and/or co-pack for?



How many co-manufacturers and/or co-packers does your business use?



Do you manage your co-manufacturers and/or co-packers through TraceGains?





## So, What's the Problem?

- Co-Manufacturing is COMPLICATED!
- Who manufactures what, who sources what, who do I go to for compliance documentation, what items are approved for use at what locations, what finished goods are coming from what Co-Man...
- Effective collaboration is hard. Keeping track of everything is even harder.



# Ingredient Item

## Suppliers

- Who sources (my organization, or my manufacturing partners?)
- Who owns compliance documentation?
- Who supplies the item?
- What associations exist to Ingredient data, intelligence and alerts?
- What supplier data and intelligence is relevant to my products/operations?

## Partners

- Which manufacturing partners use the ingredient?
- Which partner locations are approved for that ingredient?
- What special restrictions or other business agreements impact manufacturing options?
- What finished goods does that manufacturer produce?
- Which manufacturer locations are associated with which finished goods?

## Products

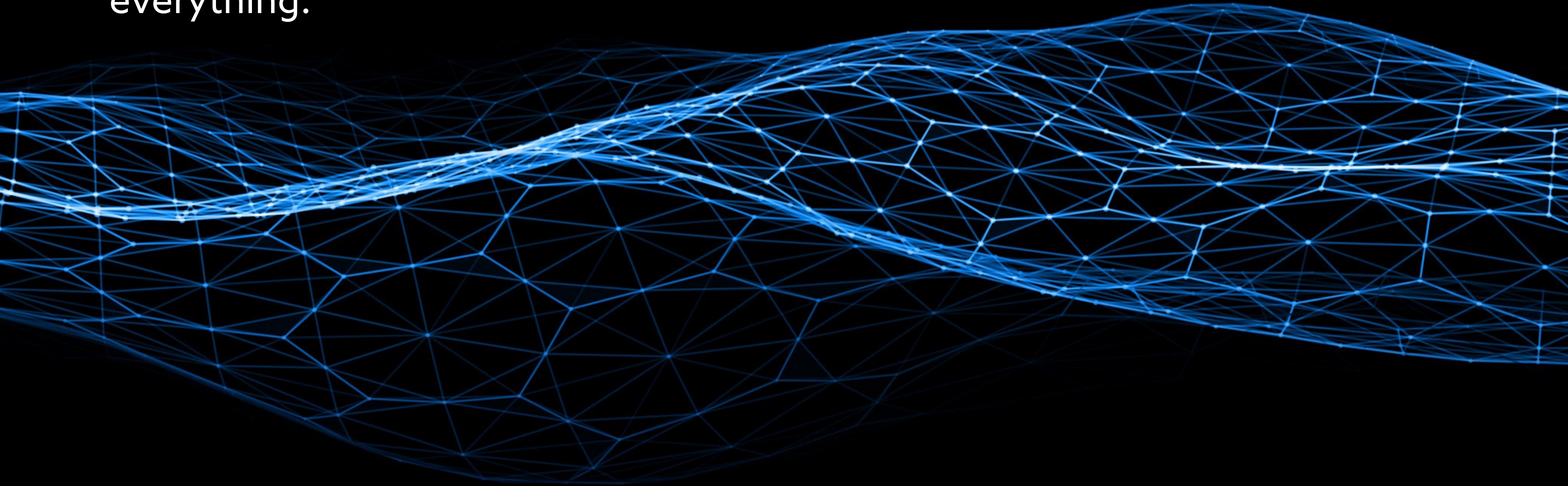
- Which finished goods use the ingredient?
- Which product formulations/recipes, sub-recipes and versions are associated the ingredient?
- Which finished good specifications are associated with the ingredient?
- Which ingredient specifications are relevant to which product formulations?



**TraceGains Networked Finished Goods: The CPG industry's first purpose-built solution for helping brands and their Co-Mans work better together.**

# Solutions

- **Finished Goods Records** tie items, specifications, formulas and supplier data into an organized, authoritative data package.
- **Associations and data insights** let you manage associations between every component, untangle your Co-Man/Co-Packing relationships and keep track of everything.









# Manufacturing Agility for a Changing World

Manufacturing partnerships expand your options, but they also introduce challenges. We've worked with the world's largest brands to deliver the first CoMan solution that ties everything together, giving you a 360-degree view of your manufacturing partnerships, the materials flowing through them, and the finished products being delivered.

# Live Q&A

Type your questions  
into the chat box!

# Win a Cup...

Take our survey and be  
entered to win a \$10 gift  
card to your favorite  
coffee shop!





**Thank You**

Together we do more

