



## Pandemic Pivot

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*With Hand Sanitizer In Short Supply, Ingredion Pivots and Innovates during COVID-19*



Ingredion has continued to innovate and co-create with customers throughout COVID-19. As the pandemic progressed, the availability of hand sanitizer decreased, partially due to a shortage of synthetic gelling agents, a main ingredient in most hand sanitizers. To quickly address the urgent demand, a cross-functional team developed a solution with the TIC team using natural gums. The entire process, including the development of a new solution, marketing tools, and the training of sales teams and distributors, took place in less than a month.

Throughout the pandemic, Ingredion acted quickly to continue fostering its relationships with all its customers, including large consumer packaged goods and small emerging brands. Through new and emerging digital technologies, including virtual innovation days, interactive webinars, 24/7 online chat support and original video content, Ingredion continues to interact with and stay close to its customers.

For more information about how Ingredion helps its customers innovate and get to market faster, click [here](#).