



New Pig helps bring the magic back to Magic Kingdom.

It required something stronger than a sprinkle of pixie dust to prepare Disney Theme Parks and Resorts to receive guests again after an unprecedented, lengthy closure due to COVID-19. Enhanced cleaning and sanitation requirements, social distancing measures and reliable PPE for thousands of employees (aka Cast Members) were top priorities for Disney's operations team.



Beth Powell
New Pig Energy President

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While Disney was hard at work on their reopening plans, New Pig Energy President Beth Powell was heading up an effort to switch gears in the face of significantly decreased demand for PIG energy products. Picking a new focus was the easy part. Demand for PPE products was sky high. PPE was not only a great new opportunity for us to make money. It also could help the country better navigate a pandemic, a real win-win. The tough part, both in the spring and still today, was sourcing the necessary components to produce PPE.

Fortunately, Beth made a connection with a former employer who agreed to supply significant quantities of high-quality optical film. After a few weeks of design and tinkering, New Pig was in the Face Shield business.

"All of New Pig Energy's manufacturing and field people, if they're not doing energy products they've been making face shields," Beth said. "We've also got about 11 college-aged family members of New Pig employees helping us build up our inventory."

Our reseller partners had early success pitching our Face Shields to some Universities and Canadian customers, but it was our partnership with Motion Industries and their contract with Disney that really boosted our Face Shield sales.

After an initial approval by the Disney safety team, we did some additional tweaking to the product based on Disney's feedback, such as using anti-fog on both the inside and outside of the optical film to stand up to the Florida humidity.

"We've sold about \$400,000 worth of Face Shields and almost half of that has been to Disney," said Tony Vellone, Strategic Accounts Manager. "NPE is cranking out 18,000 of these a week by manual assembly, 80% likely headed to Disney."

Tony says there are other potential opportunities with Disney on the horizon. They recently had a meeting to discuss providing a different, disposable face shield intended for Disney guests.



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Strategic Accounts Manager

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"We could even put mouse ears on the those," Tony said. "The capability is there."

Why Disney Prefers PIG Face Shields:

- They last longer — about a week
- They're comfortable and work well with ball caps, which are part of many uniforms
- The lens size and shape fit better and they clean up well
- They're not Prop 65 restricted in CA
- PIG's willingness to adapt to requests, such as adding drapes or a child size