



REQUEST FOR PROPOSAL

The Pallet Foundation Seeks Marketing Plan to Promote Wooden Packaging and Pallets in Central and South American

Introduction and Overview:

The Pallet Foundation (hereafter “the Foundation”) was established in 1986 to unify the wood packaging industry and provide businesses with the latest scientific and technological advancements to support their businesses. The Foundation collaborates with industry partners and funds projects that drive improvements in wood packaging. Its primary focus is investing in sound research that addresses the most pressing challenges and emerging opportunities in areas such as market intelligence, environmental impact, scientific advancements, and other factors critical to industry growth.

In 2015, the Foundation launched Nature’s Packaging® to promote the benefits of wood packaging by developing educational materials and supporting research. This initiative originally targeted English-speaking procurement and packaging professionals, emphasizing the sustainability of wood packaging solutions. The Foundation has provided marketing tools, such as customer handouts, and resources like the carbon calculator, to encourage the use of wooden pallets and containers. Key messaging under the Wood Is Good™ platform includes wood waste as a resource, landfill diversion, forest health, carbon emissions, Environmental Product Declarations (hereafter EPD), and ISPM-15 compliance.

Additionally, the Foundation supports testing, data collection, and analysis for the Pallet Design System® (hereafter PDS), the industry’s leading engineering software and the international standard for pallet design. PDS enables packaging professionals to explore design options and obtain instant, accurate engineering analyses. The Foundation makes significant investments to ensure PDS remains at the forefront of industry trends, enhancing supply chain safety, promoting material reuse and conservation, and generating marketing materials to support its adoption.



A. Proposal for services:

The Foundation is seeking proposals from professional firms to lead marketing and promotional efforts that highlight the economic, structural, and sustainable benefits of wood packaging. The goal is to position the industry as the premier transport packaging and unit load solution in Spanish-speaking markets across Latin America and the Caribbean (hereafter LAC), excluding Mexico.

Additionally, the Foundation aims to emphasize the importance of the PDS and future engineering software programs that promote the use of U.S. softwood products. As a critical component of the global supply chain, wood packaging facilitates the efficient and sustainable movement of millions of goods daily—without compromising safety, quality, or efficiency.

B. Proposal Submission Requirements

Interested firms must submit an electronic proposal by **February 28, 2025**, including the following:

1. A brief description of the firm.
2. At least three references, including contact names and phone numbers.
3. A detailed description of the proposed methodology and relevant experience in the areas outlined.
4. Proposals should include a three-year project outline with an annual budget breakdown. A proposed budget for the scope of work (travel expenses will be reimbursed separately).
5. The Foundation will provide a standardized template to report social media campaigns, posts, blogs, and the firm will submit other deliverables (monthly progress reports and data-driven insights).
6. Firms must specify in their proposals whether they are applying for both regional portions of the contract. Preference will be given to firms capable of fulfilling the Foundation's needs in both regions.



C. Scope of Work

The selected contractor will be responsible for expanding industry knowledge through the creation of original content and strategic messaging, focusing on key themes highlighted in Nature's Packaging™, including carbon emissions, EPD, life cycle analysis, Wood Is Good™, and the PDS, among others.

Additionally, the contractor will work to expand the Foundation's network of wood packaging professionals and lumber importers in **LAC markets**, strengthen existing relationships, and develop new partnerships with aligned organizations. All communications and engagement efforts will be directed toward increasing brand awareness and US softwood influence in the region.

Communications Strategy

i. Electronic Bi-Monthly Magazine

The contractor will create and adapt content for publication in a Spanish-language industry magazine/newsletter relevant to the wood pallet and packaging industry. The goal of the publication is to expand the Foundation's visibility among industry players, end-users, and lumber distributors in the LAC market. Each issue will focus on industry trends and educate readers, as well as highlight US softwood lumber species when applicable.

- **Online Traffic:** Each edition will include embedded links to a Spanish-language website, LinkedIn, and other social media channels to drive engagement.
- **Content Repurposing & Sharing:** Additional details provided in next section.
- **Email Outreach:** Spanish-language emails will be sent to an opt-in list of pallet and packaging professionals to communicate key updates.

ii. Online Presence and Social Media Strategy

Online marketing and digital channels development designed to increase brand awareness to position the Foundation and Nature's Packaging™ as a leading online resource and thought leader in wooden pallets, packaging innovation, design, and sustainability in the LAC region. To achieve this, social media and engagement strategies must be aligned and mutually reinforcing.



a. Website

- Develop and launch a standalone Spanish-language website to communicate key messaging from Nature's Packaging™ to manufacturers, end-users, and lumber importers in the LAC region.
- While the Nature's Packaging™ branding will remain intact, the contractor will assess the need for rebranding to determine whether a Spanish-language name would better resonate with the market.

The primary objective is to deliver educational, marketing, and promotional content that reinforces wood as the superior packaging material and the importance of using PDS to design and optimize cost-effective pallets for various unit loads.

b. LinkedIn

- **Content Calendar:** Develop a structured social media calendar to highlight industry events, provide real-time PDS updates, and communicate the overall benefits of wood packaging. The Foundation will transition from a reactive to a proactive content approach in Spanish.
- **Content Creation:** The contractor will develop and provide **social media content** for Foundation review and posting.

c. Additional Social Media Platforms and Other Deliverables

- The contractor will conduct an analysis of LAC market dynamics to determine whether launching a Facebook page or other social media channels would enhance industry outreach.
- Develop region specific content and leverage diverse content formats including infographics, case studies, and videos.
- Create and distribute plug and play marketing templates for PDS users that reflect core messaging of Nature's Packaging.
- Implement digital advertising campaigns tailored to high-priority LAC countries and utilize localized SEO efforts.



iii. Industry Outreach and Ongoing Engagement

From 2025 through 2027, the contractor will focus on strengthening industry connections through in-person and digital engagement and conduct in-depth research on the industry landscape in LAC target countries.

a. Email Communication

- Direct email campaign schedule will be used to distribute industry updates and encourage participation in Foundation initiatives.

b. Education and Training

- Develop a 2025–2027 educational schedule to disseminate industry insights and address LAC-specific challenges, such as illegal competition ("*competencia ilegal*"), through online webinars and in-person seminars.
- Create educational and promotional materials for industry events.

c. Regional Industry Development

- Identify key wood packaging professionals, potential industry partners (e.g., universities, trade associations, and chambers of commerce), and major trade shows in the LAC region.

iv. Regional Focus per Year

- **Year 1 (2025):**
 - **Central America & Caribbean:** Dominican Republic, Puerto Rico
 - **South America:** Chile, Peru
- **Year 2 (2026):**
 - **Central America & Caribbean:** Guatemala, Costa Rica, Panama
 - **South America:** Argentina, Uruguay
- **Year 3 (2027):**
 - **Central America & Caribbean:** El Salvador, Nicaragua, Honduras
 - **South America:** Bolivia, Ecuador, Paraguay



D. Work-Product Ownership

All materials produced as part of this campaign, including digital content, print materials, videos, and photography, are the sole property of the Pallet Foundation. The Foundation retains all rights, domains, and accounts created to execute this project within the Latin America and Caribbean (LAC) region. The selected firm may not distribute or share any work products with third parties without explicit written consent from the Foundation.

E. Selection Criteria

Proposals will be evaluated based on the extent to which they meet the following criteria and demonstrate their ability to successfully provide the requested services.

- A detailed methodology and timeline for executing the marketing plan.
- Case studies of similar projects and references.
- Proposed team structure and key personnel.
- Budget breakdown and pricing structure.
- Success metrics and performance measurement approach.

Applicants should provide specific references and examples showcasing relevant experience.

- The **selection decision will be made by March 7, 2025.**
- Only firms **meeting the outlined criteria** will be considered and must demonstrate:
 - Understanding of the Foundation's objectives and industry expertise.
 - Innovative and effective marketing strategies tailored to the LAC region.
 - Ability to execute large-scale marketing campaigns with educational focus.
- **Proposal Submission Deadline: February 28, 2025**

i. Submission Instructions:

Given the tight timeline, all proposals must be submitted electronically and addressed to:

Pallet Foundation, Attention Hilary Carr

hcarr@palletcentral.com



ii. Inquiries:

For questions regarding this **RFP** or the proposal submission process, please contact **Dr. Hilary Carr** at the email address above.

F. Equal Opportunity Employment

The **Pallet Foundation** adheres to a strict **non-discrimination policy** and does not discriminate on the basis of: race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity.

To **file a complaint**, please contact: **David Goch, Esq.** (Dgoch@wc-b.com)

Subcontractor/Consultant Compliance

During the execution of this agreement, the Subcontractor/Consultant agrees to uphold these non-discrimination standards and fully comply with all applicable Federal, State, and local equal employment opportunity statutes, ordinances, and regulations, including, but not limited to, Title VII of the Civil Rights Act.