Today, **the paper products supply chain without blockchain**

Tree farm → Lumber mill → Paper factory

Demand signal

Consumers ← Retail store ← Distribution center

Retail store
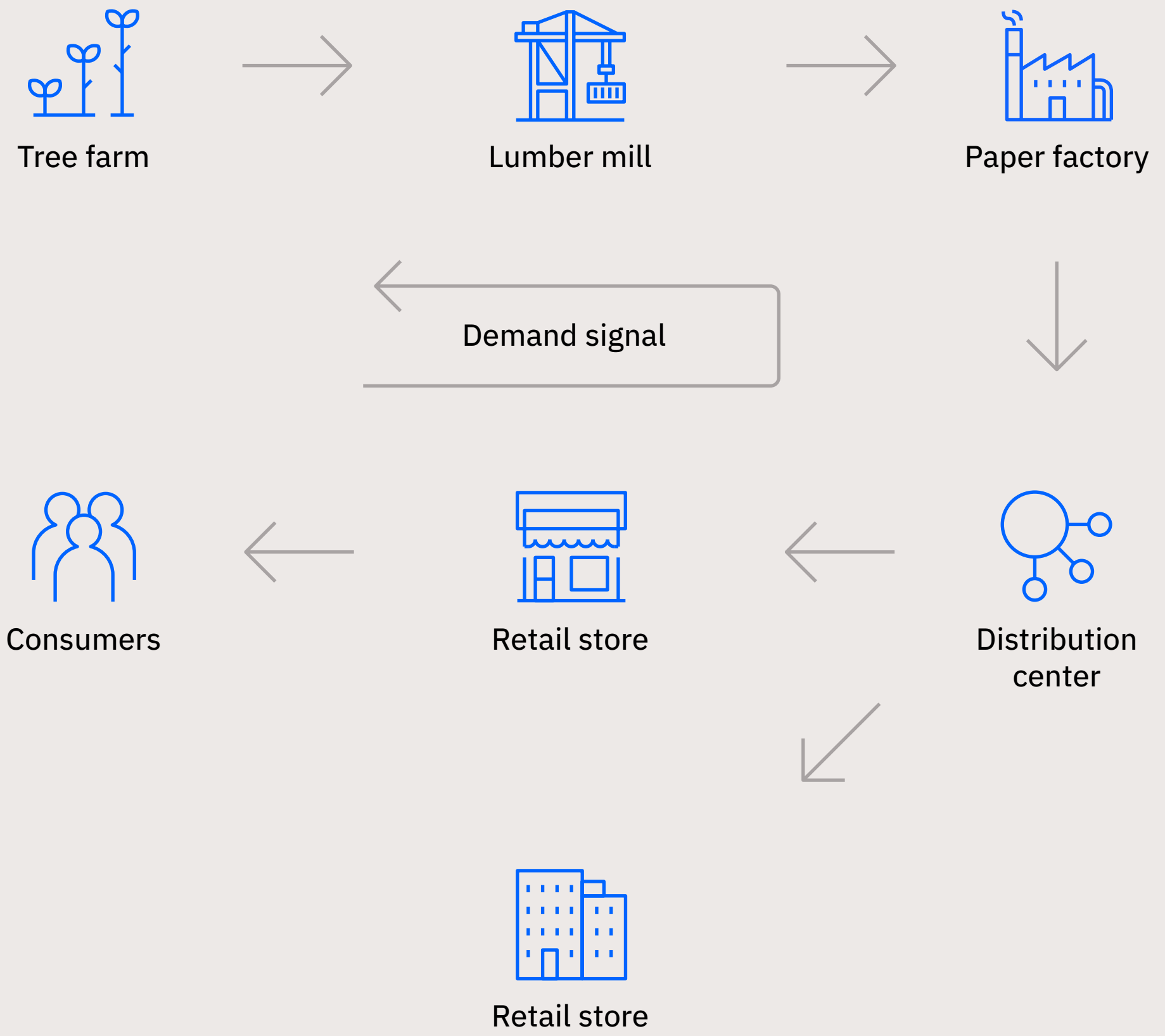
– Demand signals propagated serially with a delay at each node
– Real-time adjustments not made between "Retail" and "Commercial"
  production to distribution

Tomorrow, **the paper products supply chain with blockchain**

Tree farm → Lumber mill → Paper factory

Demand signal

Retail pack

Consumers ← Retail store ← Distribution center
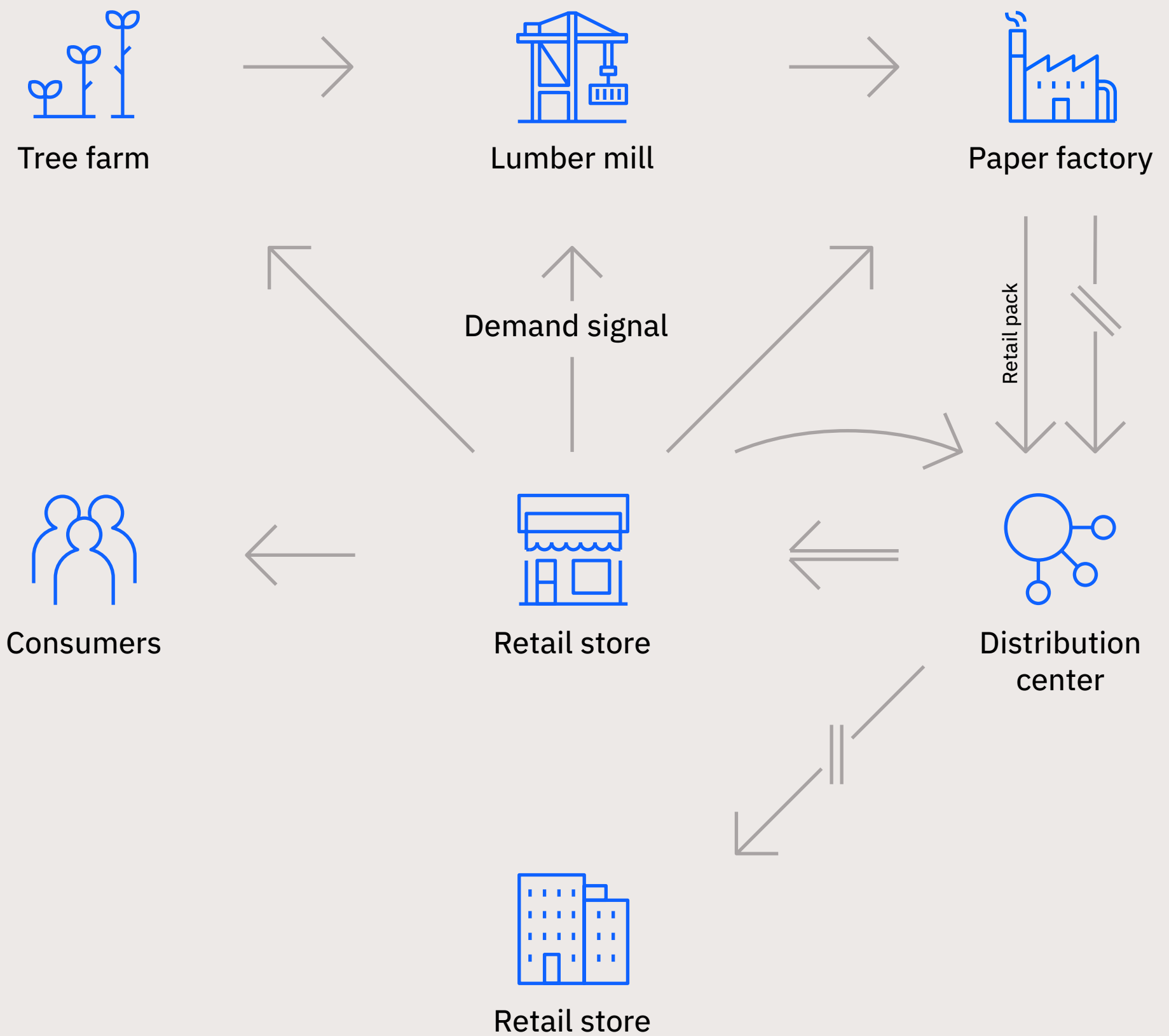
Retail store

– Demand signal broadcast to all participants in real-time
– Adjustments made quickly to repurpose "commercial" products to "Retail"
  packaging and distribution

illustrative