APR PULSE
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INDUSTRY EVENT

Gala Dinner with Asosiasi Pertekstilan Indonesia (APR) for Launching Everything Indonesia Campaign

Asia Pacific Rayon (APR) is the largest integrated rayon producer in Southeast Asia with quality gained a reputation as a leading producer of high-quality specialty rayon products. Its integrated business model produces high-tenacity yarns and fibers supplied to an expanding local fashion industry. Indonesia has the potential to become the biggest producer of sustainable textiles in the world. That is why APR is working closely with the Indonesian government, garment industry, fashion designers and textile companies in Indonesia.

What is Everything Indonesia?

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APR launched its 'Everything Indonesia' campaign to promote sustainable textile production and consumption in Indonesia. Everyone's rayon can be an accelerator for the Indonesian fashion industry based on its sustainability credentials and its unique capabilities. With such great potential to transform the fashion industry, the Indonesian government has officially launched the campaign APR's mission rayon is all yours – from fibre to fashion.

Read More | Watch Video

APR Marks One Year of Operations

Oct 1 Dec 2018, APR produced its first viscose bale at its mill in Pangkalan Kerinci in Riau, Indonesia. Since then, APR has grown into a 1,000 strong company but has kept its focus on its core competencies of the mill, participating in fashion events and trade shows, collaborating with fashion designers and working with the Indonesian government to promote viscose rayon and sustainable textiles.

Celebrate Here with Us

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APR Celebrates National Batik Day 2019

Ramah Batik Kridoboro, a community project supported by APR to create Ramah batik made from natural dyes, Danaral women from Indonesia's traditional weaving training in Central Java to learn the art of Ramah Batik and Ecoprint, Batik Ecoprint, Ecoprint Indonesia used cellulosic fibre plants including jungle (Phytolacca/dye) skin, mahogany leaves, mango leaves, secang, and jambu leaves. Danaral Batik Gallery used provides an extraordinary dyeing effect, making cellulosic fibers colorfast.

Watch Video

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Sustainable Fashion Showcased at Bali Fashion Trend

APR highlighted its commitment to sustainable fashion in Indonesia at Bali Fashion Trend Tanah Tanah Survey 2020, 7-9 Nov 2019. Organized by the Indonesian Ministry of Industry, the event has brought together domestic designers & focused on a sustainable fashion theme, illustrated by the range of clothing designs made of sustainable rayon fabric on show at the event.

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PGE Investment in Next-Generation Textile Fibre Factories is a Boost for APR

The Royal Golden Eagle (RGE) Group announced its plans to invest in two USD500 million textile fibre factories. The investment is a boost for APR Indonesia's mill based in Pangkalan as APR expects an industrial scale in 2 key areas, pharmaceuticals and fashion. The Indonesian government is promoting the textile embark on this journey and provide scalable solutions to tackle the challenges facing the textile industry today.

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Industry Forum 6 September 2019

It was a full session, full of information and interaction with Industry Associations representing stakeholders: Indonesian Textile Association, Pan Archipelago Fair Trade Association & General Director of Textile, Ministry of Industry, Ecoprint Indonesia, Ecoprint Batik, Ministry of Industry, representatives of the government on strengthening Industry 4.0 and the rule between government and associations.

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APR & Sateri Jointed Premiere Vision Paris with Innovative and Sustainable Product Solutions

APR joined Premiere Vision Paris together with Sateri to promote the innovative and sustainable textile solutions to 77,119 premiere vision textile inspirations for the Autumn Winter 20/21 season.

During the three-day exhibition, APR & Sateri promoted the integration and sustainable development of the upstream and downstream viscose staple fibre group. In the future, APR & Sateri will continue to provide more high-quality products to customers at these international trade fairs.

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APR at the Shanghai Interteintile

On Sep 25-27, the China International textile fabrics & accessories Exhibition (Spring & Summer) Exhibition Convention and Exhibition Center. APR was present at the Sateri exhibition booth.

In the first quarter of 2020, APR will be pressed in more trade events including the Dhaka International Textile & Garment Machinery Show (1-3 Feb) & Shanghai Intertextile (11-13 Mar).

Please updated for more developments from APR.

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SUSTAINABILITY MATTERS

Sustainability Policy & Dashboard

APR's Sustainability Policy & Dashboard is now on our website. It highlights our commitment to sustainability across our operations, manufacturing and social interactions.

Read Policy

APR has published its Key Performance Indicators in the Sustainability Dashboard.

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We have successfully obtained several Sustainability Certifications. More recently APR earned the U.S. Department of Agriculture's Biobased Product Certified Product label. The label is part of USDA-led Biobased Product Certification program, which promotes and expansion of rayon biobased fabrics worldwide and communicates a product's biobased content.

View Certificates

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APR is a New Member of Textile Exchange and the ZDHC Foundation

APR has joined the Textile Exchange as a new member. Founded in 2002 as the Organic Exchange, provides the knowledge and tools the industry needs to make significant improvements in the use of Fibers and Materials, Integrity and Standards, and Supply Chain Collaboration. Textile Exchange is a leader in APR's commitment to sustainability and driving continuous improvement across our operations.

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APR has joined the Zero Discharge of Hazardous Chemicals (ZDHC) Foundation as new member. The ZDHC Foundation is a collaboration of major fashion brands, suppliers, and NGOs, working together to work to drive the global textile industry to zero chemical management practices in the textile, leather and footwear industries. Becoming a member of ZDHC is an affirmation of our commitment to pursuing the highest standards of chemical management in our operations.

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APR is participating in a pilot study with the ZDHC group to develop an implementation standard on wastewater management for manmade cellulosic fibers. Clean manufacturing has been a priority since we started operations a year ago. We continuously improve our processes to reduce our footprint and have received cleaner production awards and ranges we perform in the top quartile of existing cellulosic producers. We are now working with the ZDHC group publishing a new wastewater standard for cellulosic fibers with EU BAT, which is recognized as the best global benchmark.

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Partnership to Support Blockchain Technology

APR and technology company Wulfton have announced a strategic partnership to support the availability of viscose staple fibre (VSF) with certain materials and plastics where raw materials are sourced, processed, and manufactured in Indonesia. At the same time, we will be consumers. Under the terms of the partnership, Tofuture's T-Trace module will be integrated with APR's Fabace Rx Fibre platform to give Tofuture customers the ability to trace viscose fibre back to APR's production facility in Indonesia. APR is provide rayon to the textile and apparel industry, and consumers supply chain transparency for garments made with its fibre.

Read More | View FabaceOurFibre

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APR Supports Maternal & Child Health Centres in Riau, Indonesia

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