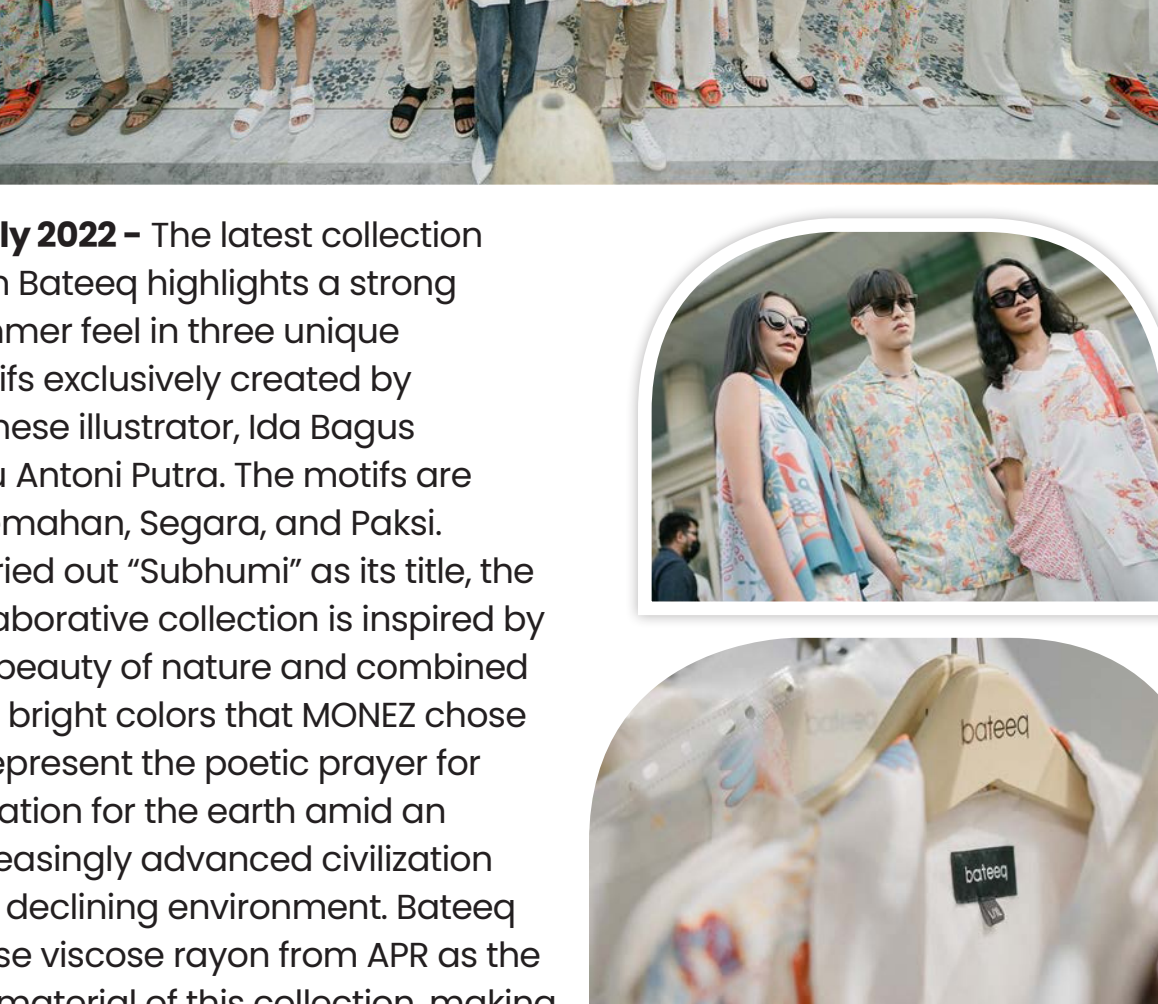




7
PULIH
LEBIH CEPAT
BANGKIT
LEBIH KUAT

Activity

Preserving Local Culture & Tradition through Textiles



July 2022 – A key part of APR's goal to help grow the Indonesian textile industry is supporting local people in setting up and growing businesses. Last year, APR provided training to 12 women in batik, a traditional method of producing colorful cloth, and a further nine women in songket weaving. It's part of APR2030's commitment to ensure zero extreme poverty around APR operational areas, while also promoting traditional textile craftsmanship.

[Find out more](#)

Collaboration APR and Bateeq X Monez



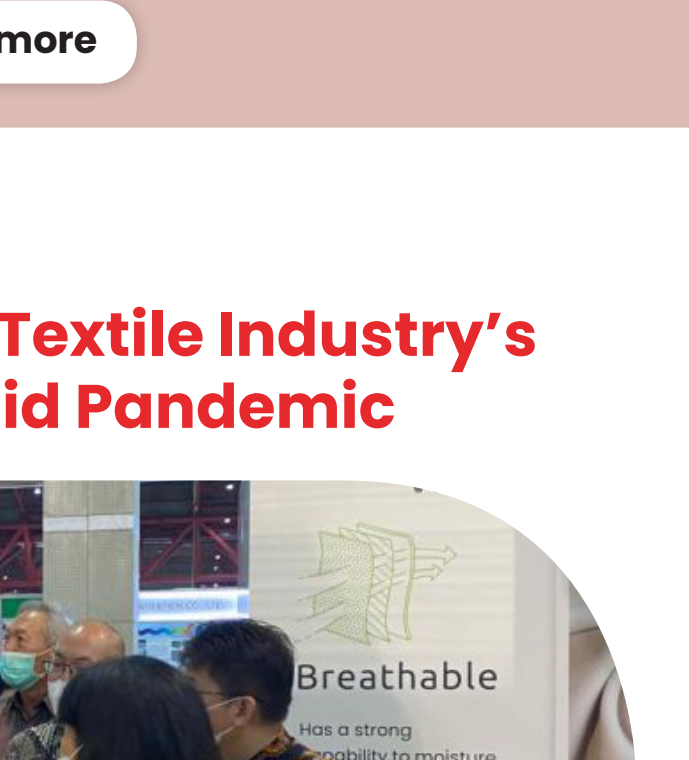
9 July 2022 – The latest collection from Bateeq highlights a strong summer feel in three unique motifs exclusively created by Balinese illustrator, Ida Bagus Ratu Antoni Putra. The motifs are 'Palemahan, Segara, and Paksi'. Carried out "Subhumi" as its title, the collaborative collection is inspired by the beauty of nature and combined with bright colors that MONEZ chose to represent the poetic prayer for salvation for the earth amid an increasingly advanced civilization and declining environment. Bateeq chose viscose rayon from APR as the key material of this collection, making it comfortable for everyday wear.

[Click here to view more photos](#)

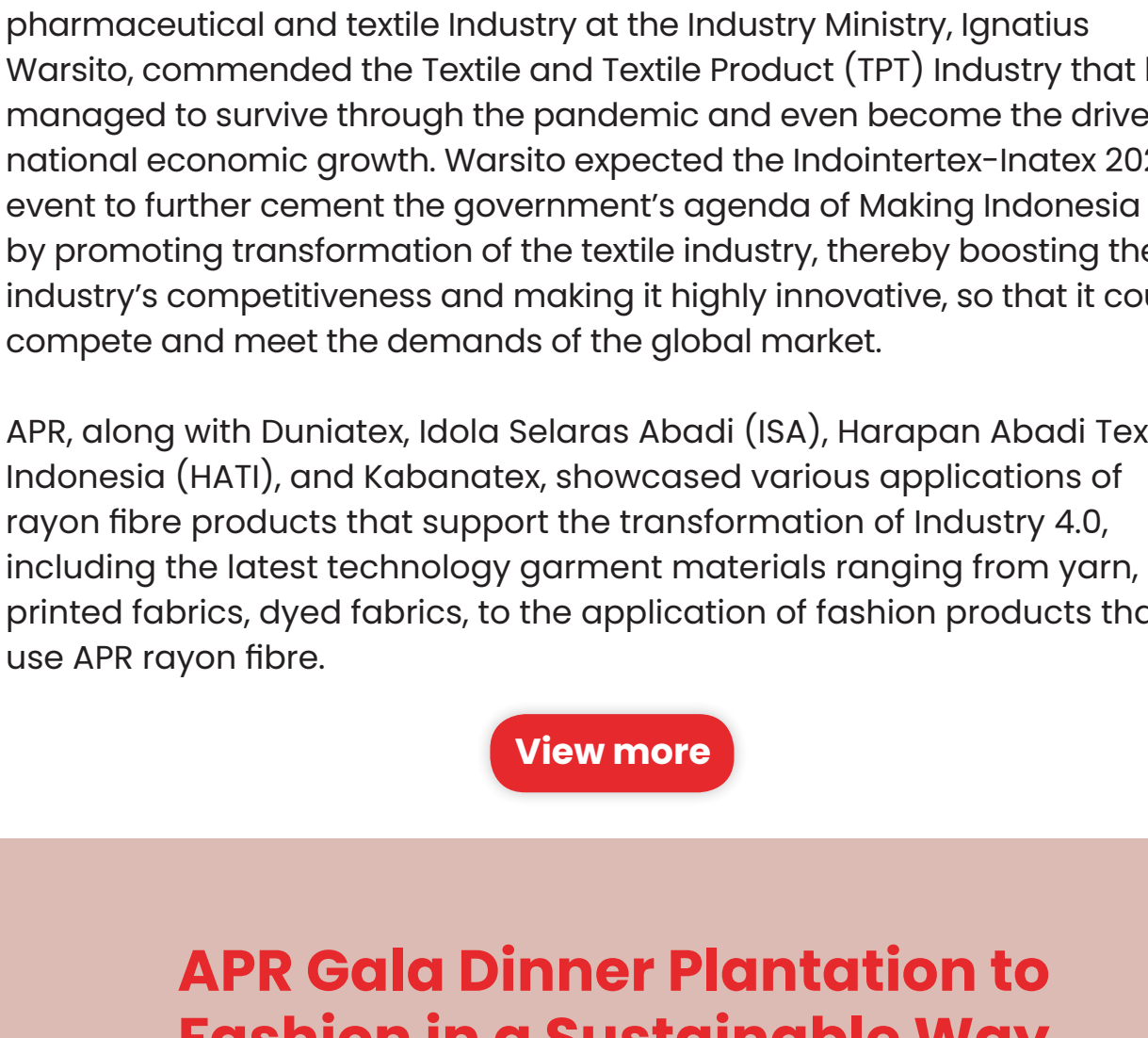
APR Domestic Customer Mill Tour



18–19 July 2022 – To meet the growing global demand for sustainable viscose rayon, APR invited six domestic customers to tour the facilities. They could also see APR's efforts to achieve the #APR2030 goals of positive climate impacts, clean manufacturing, circular economics, and inclusive communities. APR is proud to help the Indonesian textile industry prosper by using viscose staple fibre.



APR at Indo Intertex 2022



10–11 August 2022 – APR, one of the largest integrated viscose fibre producers in Asia, and Sateri, a global leader in viscose rayon, participated in Indo Intertex 2022—Indonesia's largest value-added textile and apparel industry show. APR's biodegradable viscose rayon is made from wood fibres that can be woven or knitted into textiles that have many uses in the clothing and home furnishings industries. About 50 companies visited the APR booth. The event is expected to pave the way for the next collaboration and bring APR's viscose to the local market.

[Read more](#)

Ministry Praises Textile Industry's Survival amid Pandemic

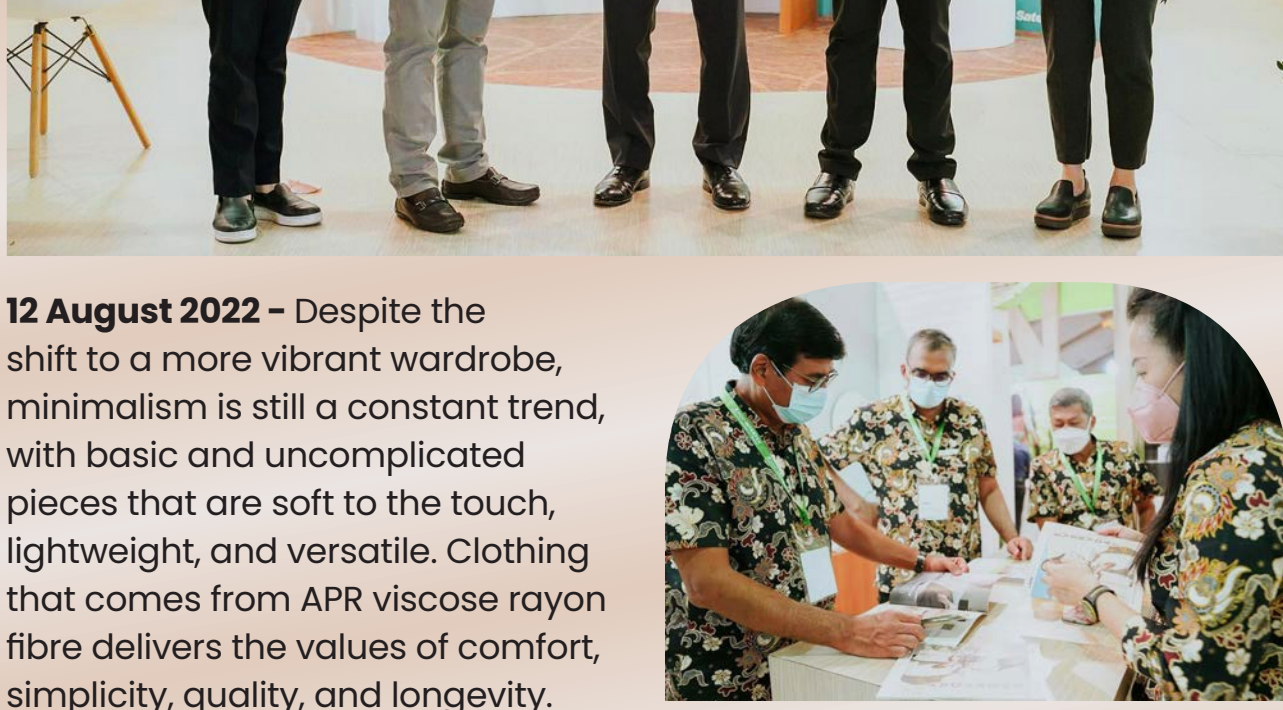


10 August 2022 – The acting director general of the chemical, pharmaceutical and textile industry at the industry Ministry, Ignatius Warsito, commended the Textile and Textile Product (TPT) Industry that had managed to survive through the pandemic and even become the driver of national economic growth. Warsito expected the Indo Intertex-Inatex 2022 event to further cement the government's agenda of Making Indonesia 4.0 by promoting transformation of the textile industry, thereby boosting the industry's competitiveness and making it highly innovative, so that it could compete and meet the demands of the global market.

APR, along with Duniatex, Idola Selaras Abadi (ISA), Harapan Abadi Textile Indonesia (HATI), and Kabanatex, showcased various applications of rayon fibre products that support the transformation of industry 4.0, including the latest technology garment materials ranging from yarn, printed fabrics, dyed fabrics, to the application of fashion products that use APR rayon fibre.

[View more](#)

APR Gala Dinner Plantation to Fashion in a Sustainable Way



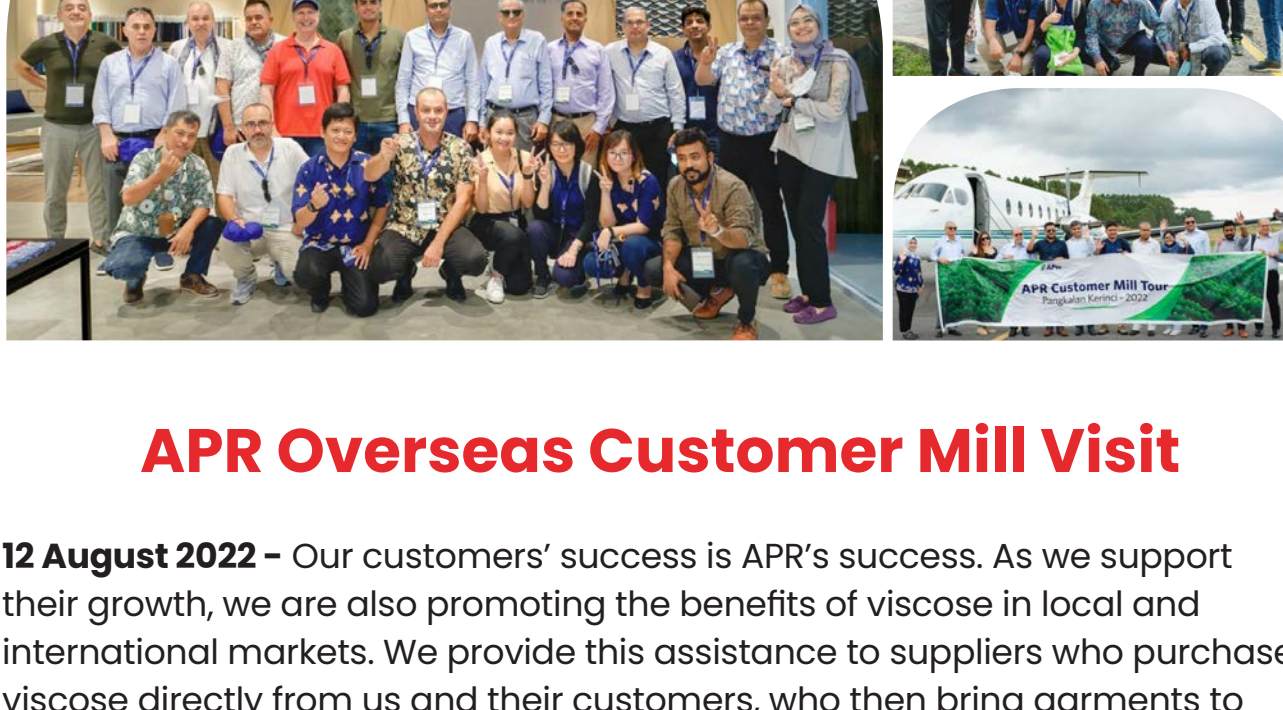
11 August 2022 – Minister of Trade Zulkifli Hasan appreciates the contribution of APR as a producer of sustainable rayon fibre that supports Indonesia's export performance improvement. This was conveyed by Zulkifli in his remarks at the Gala Dinner and Customer Gathering held by APR entitled "From Plantation to Fashion in Sustainable Way", in Jakarta.

"We feel that this activity is very timely in order to support efforts to recover the Indonesian economy and also the global economy. We also see that tonight's Gala Dinner, which involves many APR customers, is a form of APR's contribution and role in supporting the improvement of Indonesia's export performance," said Zulkifli.

Customers also enjoyed their dinner with a three-stage exhibition of a total of 38 fashion collections that highlighted the use of APR viscose rayon in high fashion by some of Indonesia's most renowned international designers.

[Discover more](#)

Everyday Cozy, APR Newest Lookbook



12 August 2022 – Despite the shift to a more vibrant wardrobe, minimalism is still a constant trend, with basic and uncomplicated pieces that are soft to the touch, lightweight, and versatile. Clothing that comes from APR viscose rayon fibre delivers the values of comfort, simplicity, quality, and longevity.

For this reason, APR introduced their newest lookbook "Everyday Cozy" in August 2022. This lookbook features a range of designs for stylish everyday wear using viscose rayon, all of which are simple yet mindful of comfort, quality, and functionality. The more comfortable your clothing is, the more enjoyable your days will be.

[Get more info](#)

APR Overseas Customer Mill Visit

12 August 2022 – Our customers' success is APR's success. As we support their growth, we are also promoting the benefits of viscose in local and international markets. We provide this assistance to suppliers who purchase viscose directly from us and their customers, who then bring garments to the market. On August 12, APR welcomed overseas customers from India, Pakistan, Bangladesh, Turkey, and Brazil to Pangkalan Kerinci. They visited the production process chain, from the nursery of renewable raw materials down to end products, and took a closer look at the APR clean manufacturing process. All customers also got to see APR's plantations from the helicopter.

[Watch the documentary here](#)

APR Will Bring Lyocell to Indonesia



August 2022 – Since APR began production, the company has become one of the largest integrated viscose-rayon fibre producers in the world. This vertical integration, from seedlings and plantation through to the processing of dissolving wood pulp, and the production of viscose staple fibre is a unique strength that has enabled APR to deliver high quality viscose for Indonesia's and the global textile market.

APR is able to leverage the Group's significant investments in product development and innovation. APR's sister company, Sateri, has begun production of Lyocell in 2020, which is a closed loop production and uses much less chemicals. Lyocell is used for everyday items, including clothes, baby wipes and personal hygiene products. And the exciting news is APR will soon bring Lyocell to Indonesia.

Sustainability

APR will Prioritize Indonesia as a Source of Textile Waste for Recycling



13 July 2022 – In 2021, APR commissioned a study from Closed Loop Fashion and Reverse Resources to investigate, map and identify sources of textile waste before potential consumption from textile mills in Indonesia, Bangladesh and Sri Lanka. Based on the findings of the study and a number of other factors, such as the company's operating position and preferred markets, APR's immediate focus, on sourcing textile waste for recycling, is Indonesia. The company will combine learning from other countries to develop local frameworks that support small businesses and improve livelihoods, and invest in infrastructure to enable local textile processing.

[See full article here](#)

JFH Highlights



A collaborative space initiated by APR design for brand, designers and fashion enthusiasts who are passionate about Indonesian fashion, Jakarta Fashion Hub provides facilities from co-working spaces, mini photo studio, ready-to-buy fabric to workshop areas.

After two years of supporting sustainable fashion in Indonesia, JFH has helped designers to launch their collection, helped brands and community to grow, and raised awareness of the importance of making fashion industry more sustainable through our marketing campaign. JFH also has a membership program to keep supporting people in fashion industry, by created various kinds of webinars and workshops with many fashion experts and brands.

[Click here](#)

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