



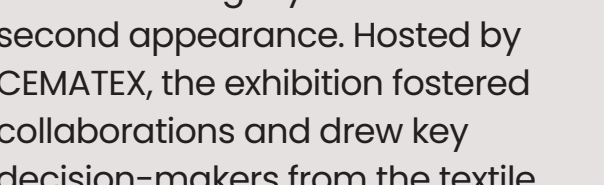
jfh JAKARTA FASHION HUB

3rd Anniversary
with Everyday Cozy

INSIDE APR:
Media Visit
2023 Recap

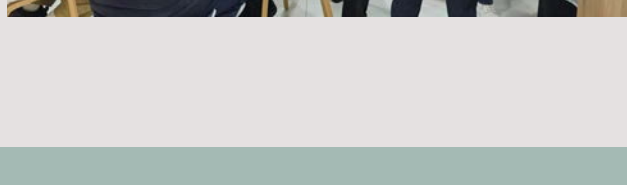
Activity

APR Showcased its Viscose Rayon at ITMA



10 June 2023 – APR displayed its viscose rayon at the 2023 ITMA exhibition in Milan, Italy, where APR eagerly marked its second appearance. Hosted by CEMATEX, the exhibition fostered collaborations and drew key decision-makers from the textile and garment sectors.

[Click here](#)



BATIK SERUNI: Keeping the Amazing Art of Batik Wastra Alive

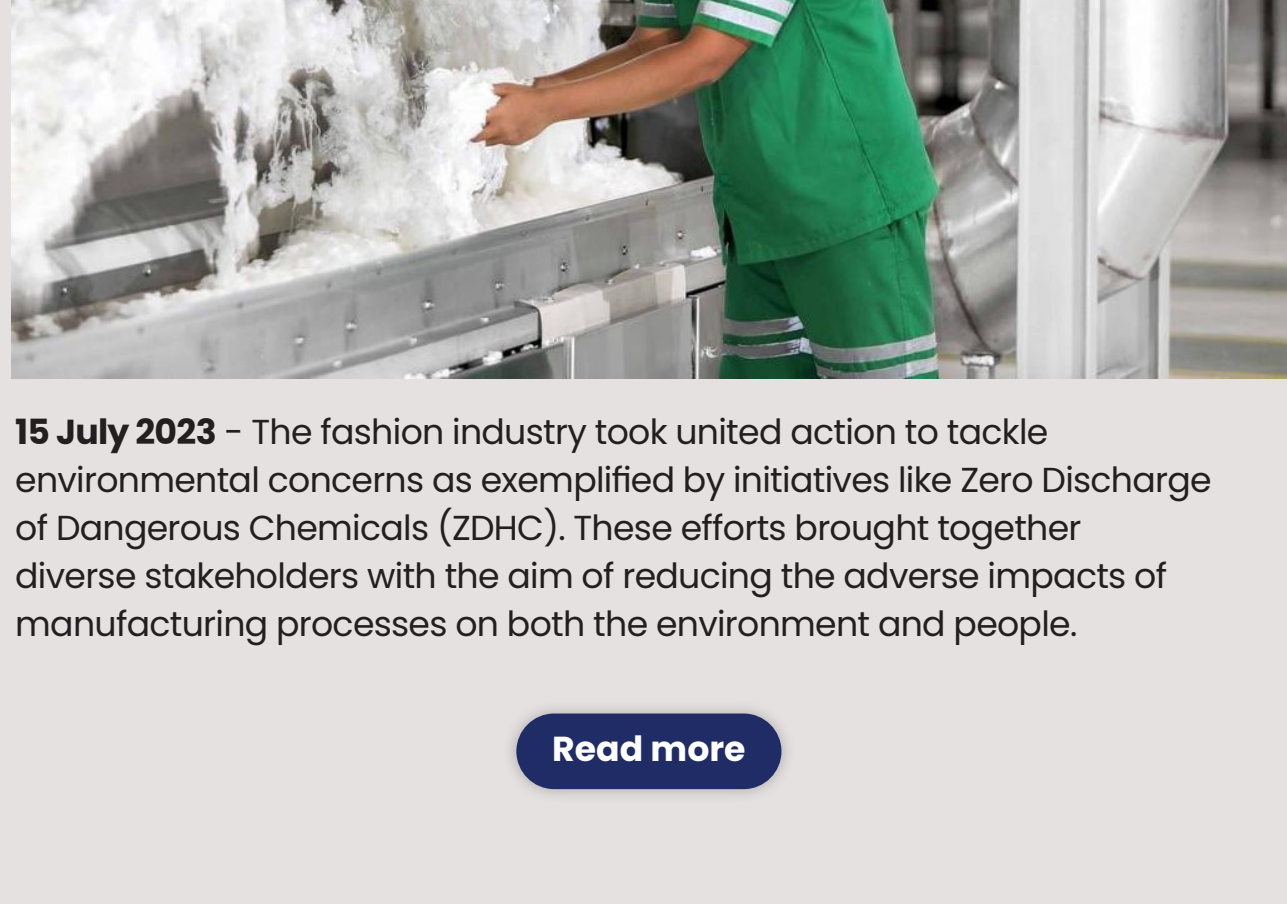


27 June 2023 – Batik Seruni has experienced transformation and expansion into a micro, small and medium enterprise (MSME) with the support of APR. The article highlights the significance of Batik Wastra, the intricate techniques involved in its production and the journey of Batik Seruni.

[See more](#)



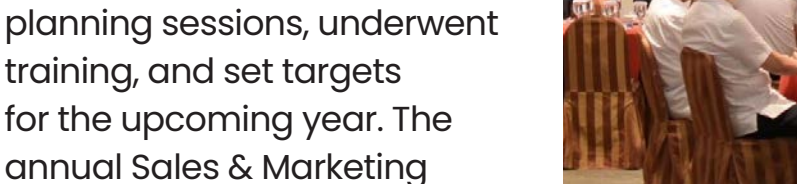
APR Highlighted Sustainable Practices in Viscose Rayon Production



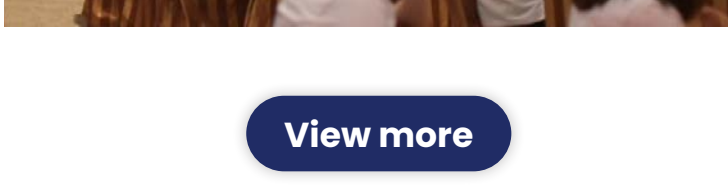
15 July 2023 – The fashion industry took united action to tackle environmental concerns as exemplified by initiatives like Zero Discharge of Dangerous Chemicals (ZDHC). These efforts brought together diverse stakeholders with the aim of reducing the adverse impacts of manufacturing processes on both the environment and people.

[Read more](#)

APR Sales & Marketing Conference



17-18 July 2023 – APR sales and marketing teams came together at Pangkalan Kerinci site in Riau. Over the span of two days, the team reported on their progress, conducted planning sessions, underwent training, and set targets for the upcoming year. The annual Sales & Marketing Conference contributed significantly to boosting the APR teams understanding of the viscose market.



[View more](#)

A Glimpse into the 2023 APR Media Visit



28-29 July 2023 – APR had the honor to host editors from Sugar and Cream, Femina, Luxina.id, Popbela.com and ELLE Indonesia at Pangkalan Kerinci facility in Riau. During their visit, they observed the entire transformation process from wood chips to viscose, all within a single compound that covers everything from plantations to viscose fibre production.

[Find out more](#)



Minister Bahlil Visited APRIL and APR in Pangkalan Kerinci



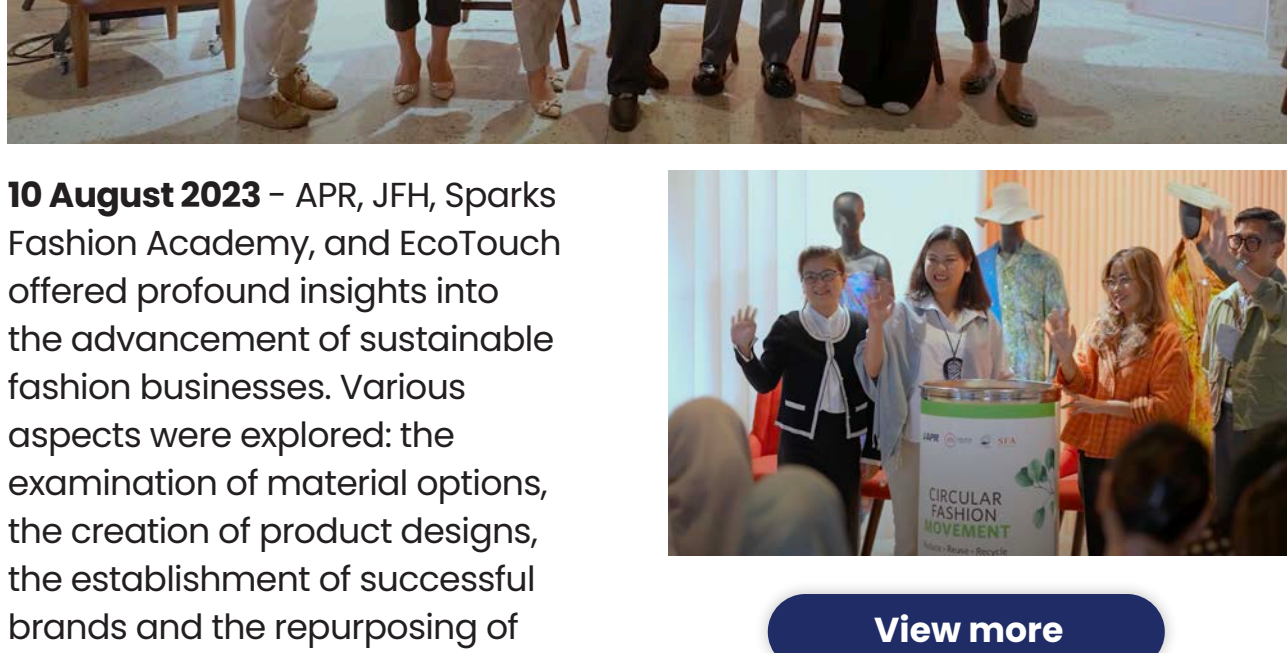
11 August 2023 – During the visit, Bahlil Lahadalia, Minister of Investment, and Chairman, Indonesian Investment Coordinating Board (BKPM) expressed his appreciation for the integrated investment within the same complex by APRIL and APR. He also commended the optimization of renewable energy utilization in operational activities to manufacture competitive and export-oriented products.

[See full article](#)

JFH Highlights

jfh JAKARTA FASHION HUB

Expand Your Business with Design Development & Environmentally Friendly Textiles

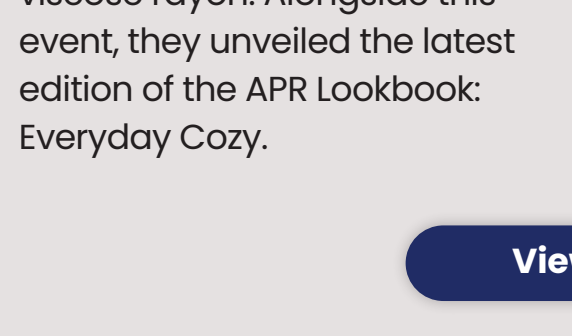


10 August 2023 – APR, JFH, Sparks Fashion Academy, and EcoTouch offered profound insights into the advancement of sustainable fashion businesses. Various aspects were explored: the examination of material options, the creation of product designs, the establishment of successful brands and the repurposing of fashion waste.



[View more](#)

JFH 3rd Anniversary with Everyday Cozy



On **August 18, 2023**, JFH achieved a remarkable accomplishment this year, reaching the milestone of three successful years. With immense pride, they served a membership base of over 9,000 individuals. Their journey remains ongoing as they work diligently to enhance awareness regarding viscose rayon. Alongside this event, they unveiled the latest edition of the APR Lookbook: Everyday Cozy.

[CLICK HERE to download Everyday Cozy Lookbook](#)

[View more](#)

SINGAPORE OFFICE

80 Raffles Place
UOB Plaza 1#50-01
Singapore 048624

Tel: +65 - 62168368
Fax: +65 - 65384668

JAKARTA OFFICE

Jl. Teluk Betung No. 31
Jakarta 10230
Indonesia

Tel: +62 - 21 - 31930134
Fax: +62 - 21 - 3144604

MILL OFFICE

Jl. Lintas Timur, Pangkalan Kerinci
Kabupaten Pelalawan
Riau 28300, Indonesia

Tel: +62 - 761 - 491000
Fax: +62 - 761 - 491846

www.aprayon.com

Follow us on

