

Empowering Local Women in Riau Through Traditional Tenun Cloth

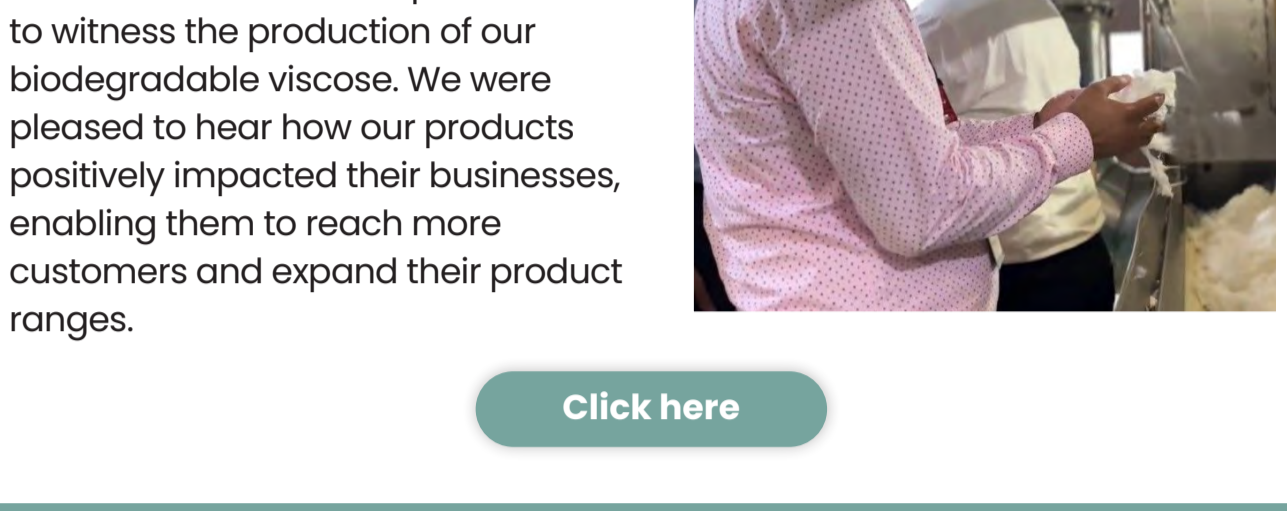
APR Highlights Sustainable Fibre Solutions at Dhaka Textile Exhibition

RGE & APR Unveil Viscose Collection with Singapore Fashion Council



Activity

International Customers Visited APR Plantation and Mill in Indonesia

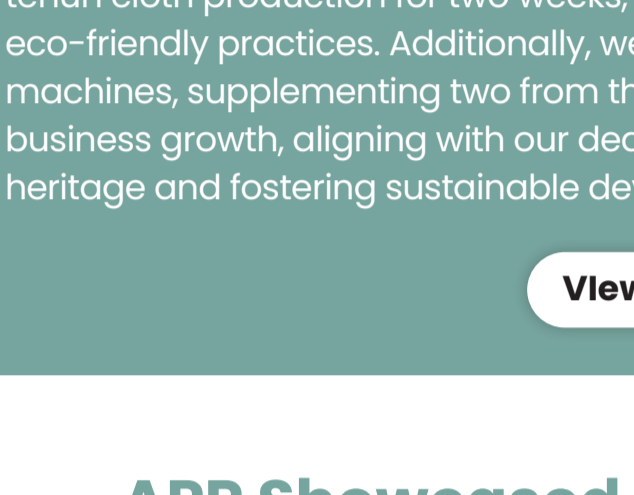


December 2023 – We welcomed valued customers from Pakistan and Bangladesh to our plantation and mill in Pangkalan Kerinci, Riau, Indonesia, where fabric and yarn mill owners toured our operations to witness the production of our biodegradable viscose. We were pleased to hear how our products positively impacted their businesses, enabling them to reach more customers and expand their product ranges.



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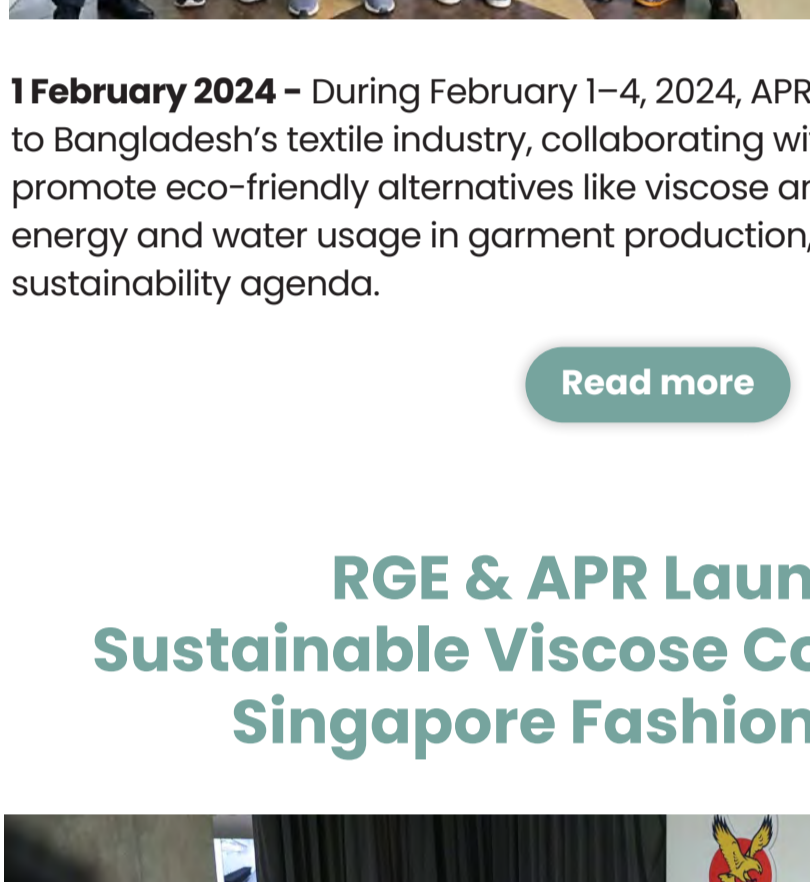
APR Empowers Local Women in Riau with Traditional Tenun Cloth Production



February 2024 – We trained and equipped local women in Riau as part of our APR2030 commitment, incorporating viscose yarn into their traditional tenun cloth production for two weeks, merging traditional methods with eco-friendly practices. Additionally, we donated two tenun-making machines, supplementing two from the government, to support their business growth, aligning with our dedication to preserving Indonesian heritage and fostering sustainable development.

[View more](#)

APR Showcased Sustainable Fibre Solutions at the 18th Dhaka International Textile and Garment Machinery Exhibition (DTG)



1 February 2024 – During February 1–4, 2024, APR highlighted its commitment to Bangladesh's textile industry, collaborating with local companies to promote eco-friendly alternatives like viscose and Lyocell, aiming to reduce energy and water usage in garment production, and supporting its APR 2030 sustainability agenda.

[Read more](#)

RGE & APR Launched Sustainable Viscose Collection with Singapore Fashion Council



9 February 2024 – Six local designers embraced the challenge of using eco-friendly fabrics, unveiling collections at Design Orchard that showcased the versatility of viscose while blending comfort, style and eco-consciousness. The showcased apparel, by designers like Caeli Eco Luxe and Junglesuit, included dresses, kidswear and resort wear.

[Watch the video](#)

APR Hangtag Goes Beyond Labeling



23 February 2024 – Using the APR hangtag signals eco-consciousness and sets your brand apart, communicating that your viscose fabric is premium, biodegradable, ethically sourced, and proudly made in Indonesia. Opt for APR's nature, inspired by Riau's nature. APR President Director, Basrie Kamba pledged to support local crafts and empower women and youth through training with Asosiasi Pertekstilan Indonesia Riau.

[Find out more](#)

APY'S FOURTH ANNIVERSARY: Improving for Excellence

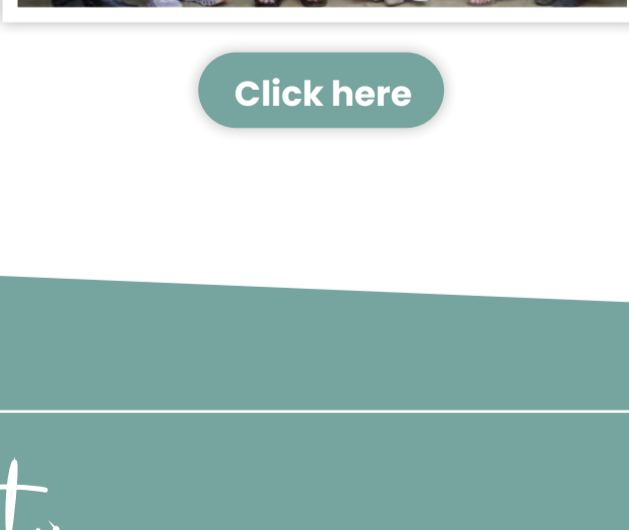


29 February 2024 – APY celebrated its fourth anniversary with the theme "Improving for Excellence," bringing together employees from different units to work together and celebrate achievements. APY operates in over 21 countries and supports APR and APRIL by supplying high-quality uniforms to their staff.



[Read more](#)

BATIK NAGORI WORKSHOP INAUGURATED: APR's Commitment to Local Crafts



7 March 2024 – Batik Nagori's workshop opened with Kuansing Regent Drs. H. Suhardiman Amby, Ak., M.M., and APR management. They showed new collections made from eco-friendly viscose, inspired by Riau's nature. APR President Director, Basrie Kamba pledged to support local crafts and empower women and youth through training with Asosiasi Pertekstilan Indonesia Riau.



[Click here](#)

Sustainability

APR Earned Blue Rating from Indonesia's Ministry of Environment and Forestry



22 January 2024 – APR received a blue rating from Indonesia's Ministry of Environment and Forestry (MoEF), recognising our adherence to environmental regulations and meeting MoEF standards, including environmental permits, pollution control and waste management. This acknowledgement reflects our commitment to meeting Indonesian standards, delivering value to customers and maintaining environmental sustainability.

[Read full article](#)

JFH Highlights



JFH IN CONVERSATION: Exploring THIS IS APRIL's Journey

February 2023 – In this episode of JFH In Conversation, hosted by Indah Warsetio from Fashion Track, we delve into the journey of THIS IS APRIL, one of the leading fashion brands, starting from its founder's personal needs to its growth as one of the largest fashion brands and deep understanding of fashion industry trends in Indonesia.

[Watch here](#)

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