



March 29, 2019

Viscose-Rayon Tailored for Making Indonesia 4.0

Sustainable viscose-rayon production to drive export growth while reducing import reliance of textile raw materials

JAKARTA, 29 March 2019 – Asia Pacific Rayon’s (APR) investment in the production of sustainable viscose-rayon is a positive development for the domestic textile sector, reducing dependence on raw material imports while simultaneously strengthening Indonesia’s textile industry, according to Minister of Industry, Airlangga Hartarto.

The Minister made his comments at the ‘Revitalizing Indonesia Textile Industry; Plantation to Fashion’ event, held at the Grand Mercure Kemayoran Hotel, Jakarta. “APR’s operation is in line with the government’s agenda, namely prioritizing the development of the textile industry to achieve Making Indonesia 4.0,” said Airlangga.

Responding to the Minister’s remarks at a celebration dinner attended by customers, associations, representatives from the Indonesian textile and fashion design sector, APR’s Director, Basrie Kamba, announced that APR had commenced production and is on track to become one of the largest integrated viscose-rayon fibre manufacturers in the world. “I want to reiterate our support for Indonesia’s ambition to strategically develop its textile industry to compete globally,” said Basrie.

Established with an investment of more than IDR 10.9 trillion (US\$740 million), APR’s new Riau-based production facility has a 240,000 tonne capacity and has committed to export at least 50 per cent of its viscose fibre output, with the remainder targeted at domestic manufacturing.

On the topic of sustainability, Basrie commented that sustainable manufacturing is important because it creates market advantage for APR’s customers and helps to establish a world-class reputation for sustainably produced Indonesian viscose-rayon.

“We are committed to responsible production to ensure the highest performance in chemical management recovery systems, wastewater and air emissions treatment,” added Basrie. “Our production facility is powered by renewable biomass and we invest in technology to ensure maximum energy efficiency in our operations.”

APR’s supply is drawn from sustainably-managed plantations, with all of the dissolving pulp it consumes fully traceable to internationally certified plantations.

“We would like to congratulate APR for the start-up for of their operations. This is a moment that we have all been waiting for,” said Dewanto, President Director of PT Pamor Spinning Mills, key APR customer.

Ben Poon, deputy business head of APR, emphasized that APR is a business enabler to help the textile value chain innovate and develop new products and find new market opportunities.

The night ended with a fashion show featuring viscose-rayon by eight fashion designers from the Indonesian Fashion Chamber (IFC). “The demand of viscose-rayon is increasing and as fashion designers, we believe that viscose can be one of the solutions for sustainable fashion in the future,” said Ali Charisma, Chairman of IFC.

About Asia Pacific Rayon:

Asia Pacific Rayon is the first fully-integrated viscose rayon producer in Asia producing viscose-rayon fibre from renewable plantations. Located in Pangkalan Kerinci, Riau, APR mill has the capacity of 240,000 tonnes per annum and uses latest production technology to create high-quality fibre for textile and personal hygiene products. APR is committed to become a leading viscose-rayon producer that is sustainable, transparent, operationally efficient, serves the community's and country's interests and provides value to customers.

Media Contact:

Christiana Wijaya
Corporate Communications Manager, Asia Pacific Rayon
Christiana_Wijaya@aprayon.com