



## **Asia Pacific Rayon (APR) Launches 'Follow Our Fibre' Blockchain Solution**

*Asia Pacific Rayon (APR), a vertically integrated producer of viscose-rayon, partners enterprise blockchain company Perlin to launch what is believed to be the world's first practical deployment of blockchain solution to trace fibre source*

### **NEWS RELEASE**

**SINGAPORE, 15 May 2019** – Asia Pacific Rayon (APR) launched the mobile app for its 'Follow Our Fibre' initiative ahead of the events at the Copenhagen Fashion Summit, which will provide traceability and transparency over its viscose-rayon production value chain from seed to fibre. Using the enterprise blockchain technology developed by Perlin, APR customers can now trace its finished products back to their plantation origins based on value chain data recorded on blockchain. This initiative showcases APR's efforts to maintain industry-leading practices for sustainable sourcing and production.

"APR has a commitment to sustainability, working towards the UN Sustainable Development Goals and driving industry best practice," said Cherie Tan, APR Vice President of Communications & Sustainability, "Leveraging blockchain technology, we will continue towards greater corporate and environmental governance over our viscose-rayon operations."

Value chain data is time-stamped and geo-located at key points along production, then recorded and uploaded on blockchain that is immutable and publicly accessible. APR's customers & stakeholders need simply to scan a product barcode using a user-friendly app to access uploaded data to verify the product's sourcing and provenance. In the future, APR will work with Perlin to integrate other advanced data to track its environmental footprint and performance.

"Unlike other centralised enterprise supply chain solutions using blockchain, Perlin Clarify is built on an open and truly decentralized platform that ensures privacy underpinned by robust security," explained Dorjee Sun, CEO of Perlin. "Customers with strict sustainable sourcing and procurement standards can now quickly and easily vet their suppliers using Perlin Clarify."

The 'Follow Our Fibre' initiative reflects APR's long-term objectives for sustainable pulp sourcing and responsible production. APR seeks to lead by example in the global textile supply chain, estimated to grow to USD 1.23 trillion by 2025. As a blockchain developer, Perlin aims to empower more leading enterprises to create truly transparent supply chains, drive more sustainable practices, and share data openly.

Besides providing downstream customers and end-consumers with greater supply chain visibility, the use of technology enables APR to obtain greater insights into our value chain to identify potential opportunities for innovation and greater efficiencies.

For more details on the APR 'Follow Our Fibre' initiative, see the website and video at: <https://www.followourfibre.com/>

###

### **About Asia Pacific Rayon:**

APR, the first integrated viscose-rayon manufacturer in Asia, commenced operations earlier this year and has a production capacity of 240,000 tonnes a year. Located in Pangkalan Kerinci, Riau province, APR's wood fibre comes from sustainably-managed plantations that are traceable along the entire value chain from nursery to viscose-rayon.

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  
[Christiana\\_wijaya@aprayon.com](mailto:Christiana_wijaya@aprayon.com)