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## Asia Pacific Rayon Wins Readiness INDI 4.0 Award from the Indonesian Ministry of Industry

*Award based on APR's role in driving technological advancement in textile fibre manufacturing in Indonesia*

**Jakarta, 25 November 2020** – Asia Pacific Rayon (APR) has won the Indonesian Industry 4.0 Readiness Index (INDI 4.0) award from the Ministry of Industry, for its support in transforming the textile fibre manufacturing industry in Indonesia.

The awards recognize companies that have invested in the automation of big data and processes to maximize operational efficiency. The awards ceremony took place at the Hotel Mulia in Jakarta, under a tight COVID-19 protocol procedure, and was attended by senior officials from the Chief Economic Ministry and Ministry of Industry.



INDI 4.0 is a reference index issued by the Ministry of Industry to measure the readiness of companies to transform towards Industry 4.0 in Indonesia, in line with the Making Indonesia 4.0 roadmap launched by President Joko Widodo in 2018. There are five pillars in the index to measure industry success, management and organization, people and culture, products and services, technology and factory operations.

Presenting the award to APR, the Director General of Chemical, Pharmaceutical and Textile Industries of the Indonesia Ministry of Industry, Muhammad Khayam, said the Making Indonesia 4.0 roadmap was helping companies to weather the economic shocks caused by

the COVID-19 pandemic and supports Indonesia's positioning in a competitive global market.

"The Ministry of Industry gives guidance to companies seeking to prioritize industry 4.0 implementation projects and to adopt key Industrial 4.0 performance indicators by providing strategic direction and steps to follow," said Mr Khayam.

He said private sector companies should transform their operations by increasing access to tools developed under the INDI 4.0 index. Large companies can also mentor smaller companies to embrace industrial automation, he added.

"We would like to thank the Ministry of Industry for honouring APR with the INDI 4.0 Award. This is in line with the company's spirit of QPC – Quality, Productivity, and Cost – to drive continuous improvement in our operations in Riau through innovation, technology and certification. We are committed to improving our processes, delivering strong environmental performance, and investing in product innovation to support the growth of Indonesia's textile industry," said Basrie Kamba, Director, Asia Pacific Rayon, speaking at the awards ceremony.

Produced at Indonesia's largest integrated viscose rayon production facility, which was inaugurated by the President of Indonesia, Joko Widodo earlier, this year, the viscose staple fibre from APR meets both national and global demand. APR's products are sold in key international textile markets like Bangladesh, Turkey and Pakistan, and further processed into yarn, fabric, eventually ending up as clothing in global brands.

The raw material for APR's rayon fibre is sourced from internationally certified renewable wood pulp plantations in Riau. APR guarantees the traceability of its raw material from seed to rayon fibre.

"The traceability of our fibre is visible on a mobile app, Follow Our Fibre, and is powered on a blockchain platform," said Mr. Kamba. "APR also recently released a sustainability progress report documenting the last 18 months of sustainability progress since the company began its operations in early 2019. The report documents the progress made in clean manufacturing, pulp sources and community development".

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### **About Asia Pacific Rayon**

Asia Pacific Rayon (APR) is the first fully integrated viscose rayon producer in Asia. The factory with 240,000-tonne capacity, located in Pangkalan Kerinci, Riau, uses the latest production technology to produce high-quality rayon to meet textile needs. APR is committed to becoming a leading viscose rayon producer that upholds the principles of sustainability, transparency and operational efficiency, serves the interests of the community and the country, and provides value to customers.

[www.aprayon.com](http://www.aprayon.com)

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