



## **APR receives National Lighthouse Award as Role Model for Indonesian Industry 4.0**

**Jakarta, Indonesia - December 6, 2022:** Sustainable rayon fibre producer Asia Pacific Rayon (APR) received the National Lighthouse Industry 4.0 Award from Indonesia's Ministry of Industry, recognising APR as a role model for Indonesia's Industry 4.0 initiatives.

Companies that received the award are expected to inspire other industries to jointly contribute to the Making Indonesia 4.0 initiative. Prior to receiving the National Lighthouse Industry 4.0 Award, APR also received recognition at the Indonesia Industry 4.0 Readiness Index (INDI 4.0) Award in 2020, for implementing Industry 4.0 solutions efficiently.

"The National Lighthouse 4.0 Award is a government appreciation for APR and its contribution to the textile and textile products industry in Indonesia. APR will continue to innovate to become a sustainable industrial player as well as a catalyst for the industry in Indonesia through technology optimisation in our operations," said Basrie Kamba, Director, Asia Pacific Rayon, after receiving the award from Industry Ministry's Secretary General Dody Widodo, on 06 December 2022.

In accordance with the Making Indonesia 4.0 roadmap, companies are expected to embrace the Industry 4.0 digital transformation to increase competitiveness through performance efficiency and effectiveness. National Lighthouse companies also play a strategic role in encouraging similar industries in Indonesia to support efforts to reach Net Zero Emissions by 2060.

The award was based on the Ministry of Industry's assessment of the traceability and transparency of APR's supply chain, the implementation of new and renewable energy in the company's operations, and the integrated use of app-based technology in the company's upstream operations, logistics, human resources and production of quality rayon fibres.

The implementation of the 'Follow Our Fibre' blockchain solution is the mainstay of the company's operations in Pangkalan Kerinci, Riau Province. Launched in 2019, the blockchain platform ensures transparency and traceability of sustainable sourcing in APR's viscose-rayon production supply chain. This is to enable consumers to establish that the fibres in their clothes are managed legally and sustainably.

APR continues to strengthen its commitment to supporting the implementation of Industry 4.0 through APR2030 that was launched at the end of 2021. Through APR2030, APR is committed to making positive contributions to climate, nature, clean manufacturing, as well as circularity and inclusive progress. APR2030 is built on four pillars with 19 specific targets to be achieved by 2030.

APR's main targets are to ensure that 20 percent of its total production of viscose fibre (VSF) is made from recycled materials and to reduce carbon emission intensity by half per tonne of VSF.

APR is also committed to achieving net zero emissions from land use that is integrated with its sister company APRIL Group as supplier, as well as increasing the share of clean and renewable energy for factory needs by up to 100 percent.

Industry Ministry's Secretary General Dody Widodo stressed that Making Indonesia 4.0 will accelerate efforts to make Indonesia the 10th largest economy in the world by 2030. The technology transformation will enable industries to contribute to efforts to reach the national greenhouse gas emission reduction target.



“Based on surveys on 27 industries, ‘Champion INDI 4.0’ reported significant achievements in the transformation to Industry 4.0 processes, such as a 40% reduction in energy consumption, a 22% increase in productivity, and a 78% cut in production costs,” said Dody.

Besides APR, eight other companies also received the National Lighthouse 2022 Award. On the same occasion, the Ministry of Industry presented the INDI 4.0 Award 2022 to 31 companies in Indonesia.

**About Asia Pacific Rayon:**

Asia Pacific Rayon is the first integrated viscose rayon producer in Asia, located in Pangkalan Kerinci, Riau. APR is committed to becoming a leading viscose rayon producer with the principles of sustainability, transparency and operational excellence, and serving the interests of the community, country and climate, while providing value to customers. APR is part of the RGE (Royal Golden Eagle) group of resource-based manufacturing companies. The APR Sustainability Policy, updated in August 2022, includes additional commitments on pulp sourcing and clean manufacturing.

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