



Bracell Launches New Documentary on Project Star: ‘The Mill of the Future’

The film explores the engineering challenges met in building the largest and greenest pulp mill in the world

São Paulo, Brazil, November 29, 2023 – A dream turned reality! In 2019, Bracell set foot in Lençóis Paulista with the mission of developing an expansion project that would become the largest private investment in the state of São Paulo in the past two decades: the construction of the world’s largest and greenest pulp mill. Project Star was an engineering challenge that culminated in one of the most sustainable and high-tech industrial projects in the world.

The mill started up on schedule in 2021, and has since played an important role in regional industry and economic development. Each stage of this monumental project was captured on film to produce the documentary “*Engineering Challenges: the Mill of the Future*.” Premiering on November 23rd on Discovery, the film takes viewers through each of the engineering hurdles — from initial planning to execution — that were overcome to complete the project, in an effort involving over 30,000 people.

“We have just revamped and expanded our long-term sustainability strategy through Bracell 2030, a set of ambitious goals for climate, nature, and communities. The new plant featured in the film is one of the key reasons we are able to commit to these aspirational goals,” says Bracell CEO Praveen Singhavi. “The documentary is both a tribute to the employees who helped bring the factory to life and our company’s commitment to sustainable manufacturing,” Singhavi adds.

Frederico Bastos, digital and social media manager at Bracell, says the film’s narrative “tells real stories of the unsung heroes — whether it’s the nurturing touch of women in the nurseries cultivating eucalyptus seedlings, the occupational safety technicians ensuring rigorous safety standards, or the lessons from the project shared by the seasoned recovery boiler technician.” The climax of the documentary, says Bastos, comes with the installation of the steam drum. “This is a major component of the recovery boiler and a significant milestone in the construction phase.”

The documentary premieres on November 23 at 11:59 p.m. on Discovery, with an encore presentation on November 25 at 1:20 p.m. Subsequently, it will be available for streaming on Discovery+. The public can also view a trailer of the documentary on the Bracell website at www.bracell.com/a-fabrica-do-futuro.

About Bracell:

Bracell is a global leader in the production of dissolving pulp and specialty cellulose with two main mill operations in Brazil in Bahia and São Paulo. In addition to its operations in Brazil, Bracell has a management office in Singapore and sales offices in Asia, Europe and the U.S. www.bracell.com

About RGE:

Headquartered in Singapore, RGE is a group of resource-based manufacturing companies with global operations. We produce sustainable natural fibres, edible oils, green packaging and clean natural gas used to create products that feed, clothe and energise the world. We help improve billions of peoples’ lives through sustainable products they use every day. With more than US\$30 billion in assets and 60,000 employees, we are creating a more recyclable, biodegradable and lower carbon future. Committed to sustainable development, conservation and community development, we strive towards what is good for the community, good for the country, good for the climate, good for the customer, and good for the company. With current operations spanning across Indonesia, China, Brazil, Spain and Canada, we continue to expand and engage new markets. www.rgei.com