



## 2021 ARCHROMA SUSTAINABILITY AWARDS Application Form

### 1. Team

### 3. Title of the application:

**“Archroma Way” - The only Way!**

### 4. Award category

Please choose one of the following award categories. If you wish to apply for several categories, please complete one application form per category.

we apply for the following category (select only one per form, 2 forms maximum):

- Business Win
- Diversity & inclusion
- Environment
- Excellence
- Innovation
- Safety First
- Sustainable partnership

### 5. Elevator pitch

**Archroma and Sapphire embarked on the journey at TechTextile 2022, Germany through The Archroma Way as a business partner to make the industry sustainable.**



**6. Describe how your project and its impact help achieving the category-specific criteria**

- Initially leading ~~Chromobond Performance~~ contacted SFML for articles of their interest after close of TechTextil 2022. Annual turnover of ~~XXX~~ projected in FY 23.
- Both partners agreed to develop new business horizons by using The Archroma Way approach to make their products highly sustainable for environment and their customers.
- Communication Teams of SFML and Archroma agreed on launching three selected systems of Power Cotton, Odor Control and Wick Stop by using the platform of TechTextile June 2022 held in Germany.
- This approach was the pathway for cobranding in getting the desired attention from global customers by using Unique Selling Points, Storylines, Taglines, Contents and Graphics.
- Main points for posting and promotion of these systems were on social media, Exhibitions, Webinars.
- Major tagline of both the business partners is “Let’s Make Our Industry and Business Sustainable” which brings more glories to the business.
- We developed customized social media posts for these systems to be promoted on different social media platforms to attract more retailers and brands

**7. Describe how your project supports “The Archroma Way to a Sustainable World: Safe, efficient, enhanced, it’s our nature” (Max. 1000 words)**

- Power Cotton, Wick Stop and Odor Control are systematic solutions from collection of Archroma by using The Archroma Way.
- The Enhanced Collection of Archroma has the Safe and Enhanced product attributes.
- More collections are under development, all based on The Archroma Way like Tough Camo and various locally developed systems for Tents and Cordura Fabrics.

**8. Describe how your project demonstrates the company mindset “Everybody sells!” supported by our ACTS (Max. 1000 words)**

- Throughout the process from selection to development stage all the departments from Archroma acted as a team to bring this project to a success.
- These included Customer Services, Archroma Center of Excellence, Production, Quality Control, Logistics, Sales/Marketing and Communication teams.
- Both Teams gelled well with defined timelines and roles under the umbrella of ACTS.
- From Sampling to Testing, Speed and Simplicity were mainly focused. All impediments were evenly removed and we had smooth sailing.

**I declare to have read and accepted the privacy policy: <https://www.archroma.com/archroma-sustainability-awards-policy>**

**In case the submitted project belongs to a team, I declare that I have the authorization of all of them and that they have read and agreed with the privacy policy (attach to the submission!!!).**