



2021 ARCHROMA SUSTAINABILITY AWARDS Application Form

3. Title of the application: (for ease of reference by the Jury and voters)

NORAM Railway Network

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

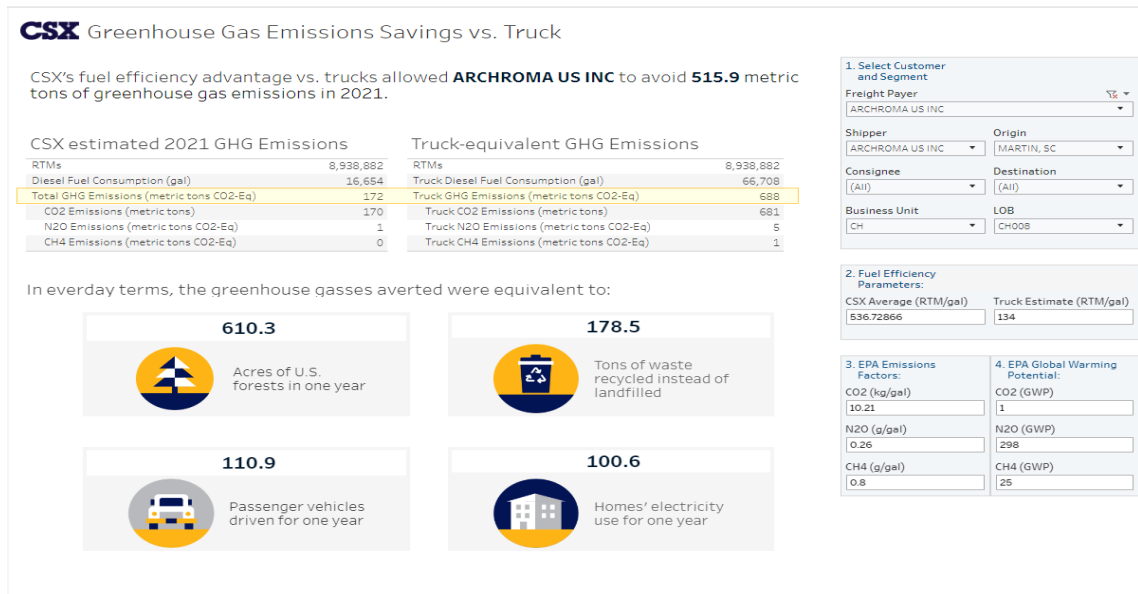
Please create a short text to describe your project/submission to describe it and convince jury and voters why they should select it. (max 50 words)

For the NORAM OBA range, by creating a railcar fleet to move product closer to our end customers, the fuel efficiency advantage vs using trucks which avoided creating 515.9 metric tons of greenhouse gas emissions in CY21, while also improving customer service and responsiveness.



6. Describe how your project and its impact help achieving the category-specific criteria
(Max. 1000 words)

North America has a healthy and stable OBA market for high volume throughput and bulk shipments. In order to gain market share, and remain competitive, while also environmentally friendly and sustainably sound, the NORAM team has developed a rail network with a fleet of 29 railcars and 2 trans-loaders, plus 3 direct customers, where we can ship OBAs via rail, with approximately 84 tons/car – the equivalent of 4 RT/car. These either deliver directly to one of the 3 customers who can accept rail; keeping material off the roads all together, or to one of our two trans-loaders in the Northeast & Canada, where the material is picked up for short hauls to the respective customers. As a result, not only is there a cost savings to the customer, but there is a sustainable, environmental component that contributes positively to the footprint we leave behind. In using rail for the long portions of the hauls, more road tankers are kept off the roads, and a total of 515.9 metric tons of GHGs were avoided because of this efficiency in 2021. These 515.9 GHGs avoided are the equivalent to 178.5 tons of waste recycled instead of landfilled, 110.9 passenger vehicles driven for a year, or 100.6 homes’ worth of electricity for a year. As an added bonus, the material at our trans-loading locations is also closer to the end customer, allowing for a shorter lead time to the customer resulting in improved customer service and satisfaction.



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

NORAM’s railcar fleet was a unique solution to the problem of maximizing customer service while minimizing costs and emissions. In implementing our railcar fleet – which we plan to grow over the next 3 years – we have created a more sustainable world by reducing our GHG emissions. We have also partnered with our customers to understand the benefits of both the location of product to the end customer and the sustainability aspect.



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

The use of railcars in the NORAM network embodies our ACTS culture, and “Everybody Sells” mentality by targeting a customer focus with closer storage locations to end markets, and a teamwork approach to establishing the railway network & facilitating the pipeline and usage. Everybody sells is demonstrated constantly by having a cross-functional team identifying a better way to service our customers – both internally & externally, therefore allowing for growth within the NORAM OBA market with the addition of our transloading locations.

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!!!).