2021 ARCHROMA SUSTAINABILITY AWARDS
Application Form

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

Archroma Customer Portal: The Safe Edge

4. Award category

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

I/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).

With growing awareness around the impacts of human activity, the need for transparency and traceability has become essential.
Time to market is equally critical and manufacturers/ brands need access to reliable information in real time.
The Safe Edge platform has been designed with that in mind: it allows verifying with just a few clicks the safety, regulatory and brand compliance status of Archroma products.

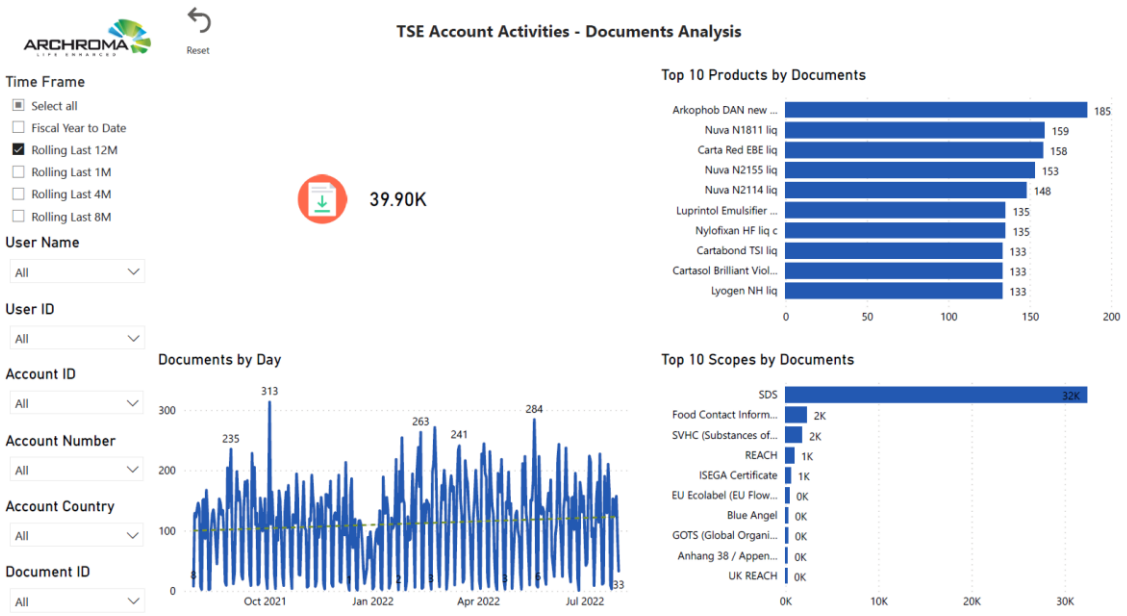
Describe how your project and its impact help achieving the category-specific criteria

The Safe Edge is a self-service online platform, used by both internal stakeholder and customers, which allows direct access to Product Stewardship data. This prevents the administrative burden and delay triggered by the action of passing the information from Product Stewardship to Sales and then to the customers.

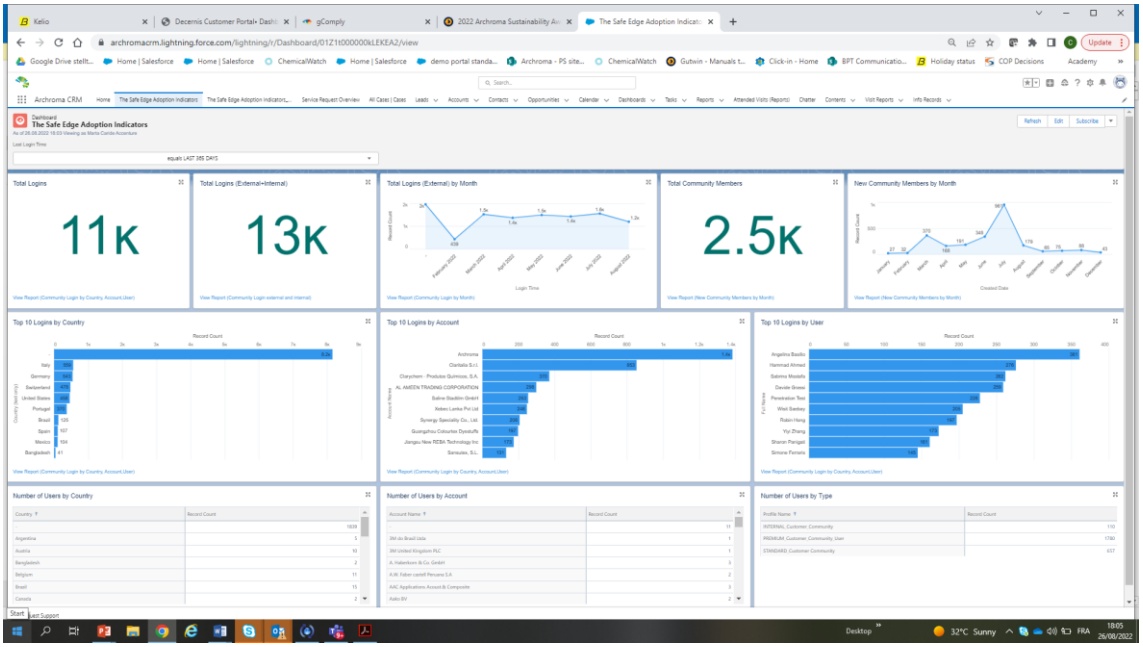
The Safe Edge allows as well the move from a reactive management of the regulatory customer requests to a proactive product assessment made available on the portal by the specialist of the relevant regulatory field. The compliance assessment for a product/scope combination is made only once and is immediately available to all our customers online. It does not only considerably improve the speed and simplicity in our communication with customers, but also ensure simplified, standardized and accurate product compliance status.
It is fully in scope with the digitalization trend: as soon as generated, the existing documents are directly accessible to the customers and all internal users, without mobilizing any of Archroma's resources.

The Safe Edge includes also an AI tool: "The RSL Analyzer" that improves considerably the efficiency of the assessment work In Product Stewardship. The RSL analyzer will assist the product steward to check the compliance of our products with the 250 different brand RSL (Restricted Substance List) being modified once or twice per year.
This RSL Analyzer component of the Safe Edge ensures the efficiency improvement through the automation of standard actions that were done manually.

To demonstrate efficiency improvement of the Safe Edge In general, please find below the number of documents downloaded the last 12 month from the portal. We can consider that these documents would have triggered a request to Archroma if they would not have been available on the portal. Please note that this does not represent the full Information package a customer can find on Safe Edge as 80% of the information is not provided as a downloadable document.



Please also find some statistics on the number of login in the last 12 months.



6. (Max. 1000 words)

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

The Safe Edge is fully embedded in the Archroma Way to a sustainable world as it provides a direct access to all the information needed by the customer to demonstrate our first pillar: SAFE.
The customer will be able to select products that complies with the major 3rd party assessors recognized by the textile Industry: BlueSign, Cradle to Cradle, Oekotex or
Paper customers will also be able to select products that complies with the food contact regulations or with the most recognized ecolabels like Nordic Swan or Blue Angel.

Safe Edge provides as well a full transparency on the hazard assessment of our products and identify any risk to the human health or the environment.

In order to ensure that the requested compliance of our products with various ecolabels are related to additional business potential, we have implemented an approval process for requests that trigger relevant costs and a heavy workload for the product stewardship team.
From now on, we can ensure that such request will be treated only if a business case is proven.
This step is essential to ensure that our costs and efforts are mobilized in projects that adds value to Archroma

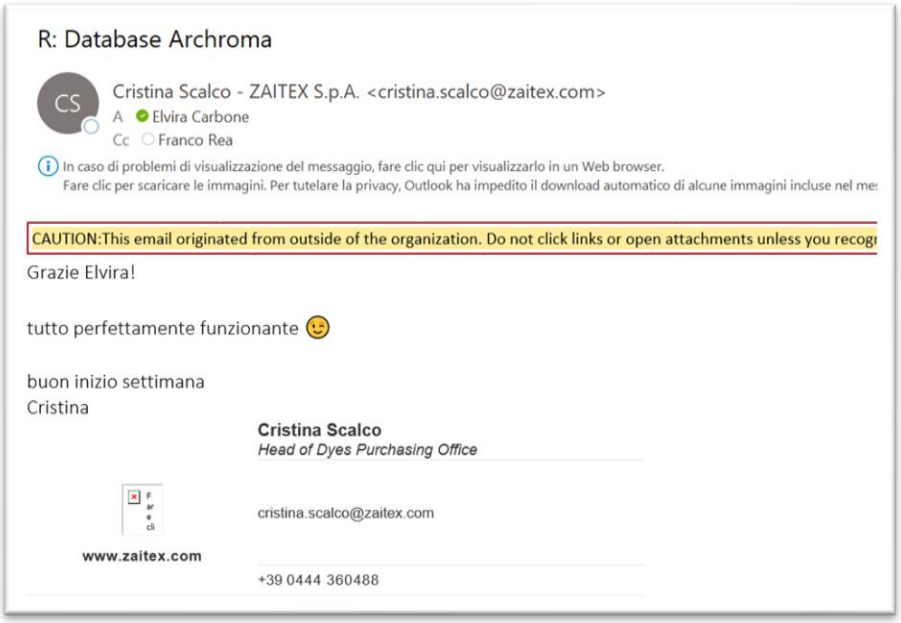
With that, the Safe Edge fully support sustainable and profitable growth.

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

The Safe Edge can be used by Brands and manufacturers as a marketing tool as well as they can search and list all Archroma products that meet selected brand or regulatory requirements.
They can have in one click all Archroma products that complies with Food contact regulations or that are Cradle to Cradle certified for example. Such type of "positive list" allow customer and brands to proactively select the Archroma products that meet their requirements.

It is also a very good tool to be promoted by our sales organization as it is unique on the market and customer feedbacks are very positive. It helps to enhance our brand position as sustainable leader on the market and Safe Edge do definitively support customer satisfaction.

Some customer feedbacks are given below in very simple but meaningful worlds:


R: Database Archroma

CS Cristina Scalco - ZAITEX S.p.A. <cristina.scalco@zaitex.com>
A Elvira Carbone
Cc Franco Rea

In caso di problemi di visualizzazione del messaggio, fare clic qui per visualizzarlo in un Web browser.
Fare clic per scaricare le immagini. Per tutelare la privacy, Outlook ha impedito il download automatico di alcune immagini incluse nel me

CAUTION:This email originated from outside of the organization. Do not click links or open attachments unless you recogr

Grazie Elvira!

tutto perfettamente funzionante

buon inizio settimana
Cristina

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R: PEKOFLAM MSP

CB Claritalia - Claudio Bonicalzi <claudio.bonicalzi@claritalia.it>
A Davide DeMango; Francesco Grazioli
Cc Elvira Carbone
L'utente ha risposto al messaggio in data 10/06/2022 16:31.

Rispondi | Rispondi a tutti | Inoltra
venerdì 10/06/2022 13

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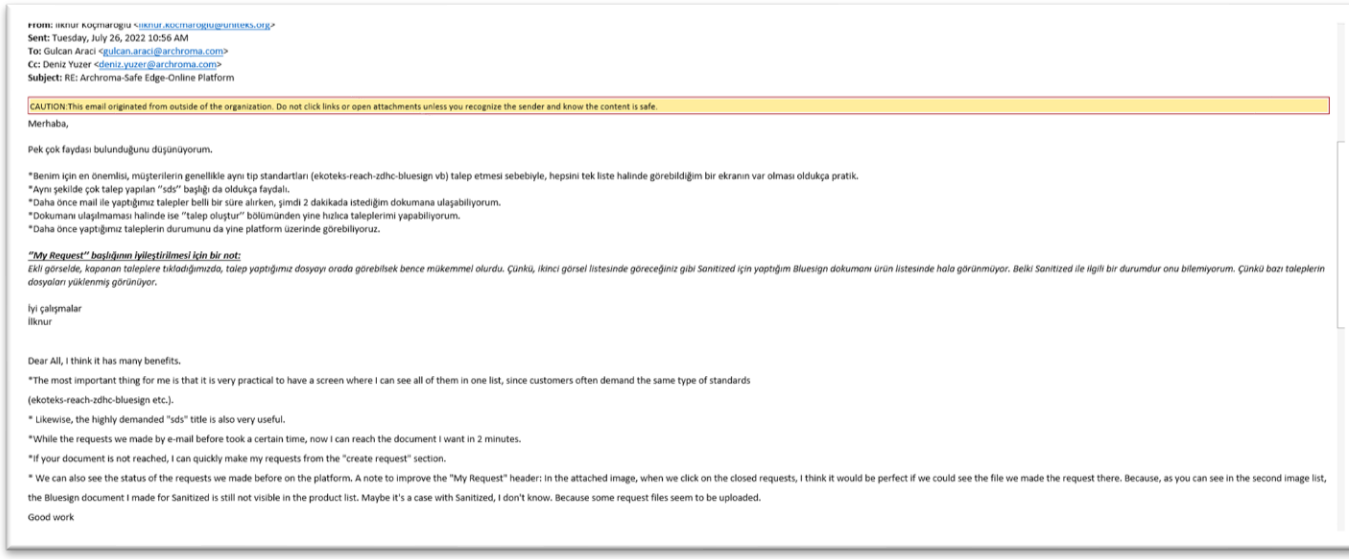
Ciao Davide,

grazie.

Si, sono già abilitato al portale dove vedo le varie certificazioni (ottimo strumento). Vedo la certificazione CONEG che si riferisce al packaging, ma da quello che ricordo (magari mi sbaglio) non include gli imballi per uso a contatto con alimenti.



From: İlknur Koçmaroğlu <ilknur.kocmaroglu@ornteks.org>
Sent: Tuesday, July 26, 2022 10:56 AM
To: Gulcan Araci <gulcan.araci@archroma.com>
Cc: Deniz Yuzer <deniz.yuzer@archroma.com>
Subject: RE: Archroma-Safe Edge-Online Platform

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Merhaba,

Pek çok faydası bulunduğunu düşünüyorum.

*Benim için en önemlisi, müşterilerin genellikle aynı tip standartları (ekoteks-reach-zdhc-bluesign vb) talep etmesi sebebiyle, hepsini tek liste halinde görebildiğim bir ekranın var olması oldukça pratik.
*Aynı şekilde çok talep yapılan "sds" başlığı da oldukça faydalı.
*Daha önce mail ile yaptığımız talepler belli bir süre alırken, şimdi 2 dakikada istediğim dokumana ulaşabiliyorum.
*Dokumanı ulaşılmaması halinde ise "talep oluştur" bölümünden yine hızlıca taleplerimi yapabiliyorum.
*Daha önce yaptığımız taleplerin durumunu da yine platform üzerinde görebiliyoruz.

"My Request" başlığının iyileştirilmesi için bir not:
Ekli görselde, kapanan taleplere tıkladığımızda, talep yaptığımız dosyayı orada görebilsek bence mükemmel olurdu. Çünkü, ikinci görsel listesinde göreceğiniz gibi Sanitized için yaptığım Bluesign dokumanı ürün listesinde hala görünmüyor. Belki Sanitized ile ilgili bir durumdur onu bilemiyorum. Çünkü bazı taleplerin dosyaları yüklenmiş görünüyor.

İyi çalışmalar
İlknur

Dear All, I think it has many benefits.

*The most important thing for me is that it is very practical to have a screen where I can see all of them in one list, since customers often demand the same type of standards

(ekoteks-reach-zdhc-bluesign etc.).

* Likewise, the highly demanded "sds" title is also very useful.

*While the requests we made by e-mail before took a certain time, now I can reach the document I want in 2 minutes.

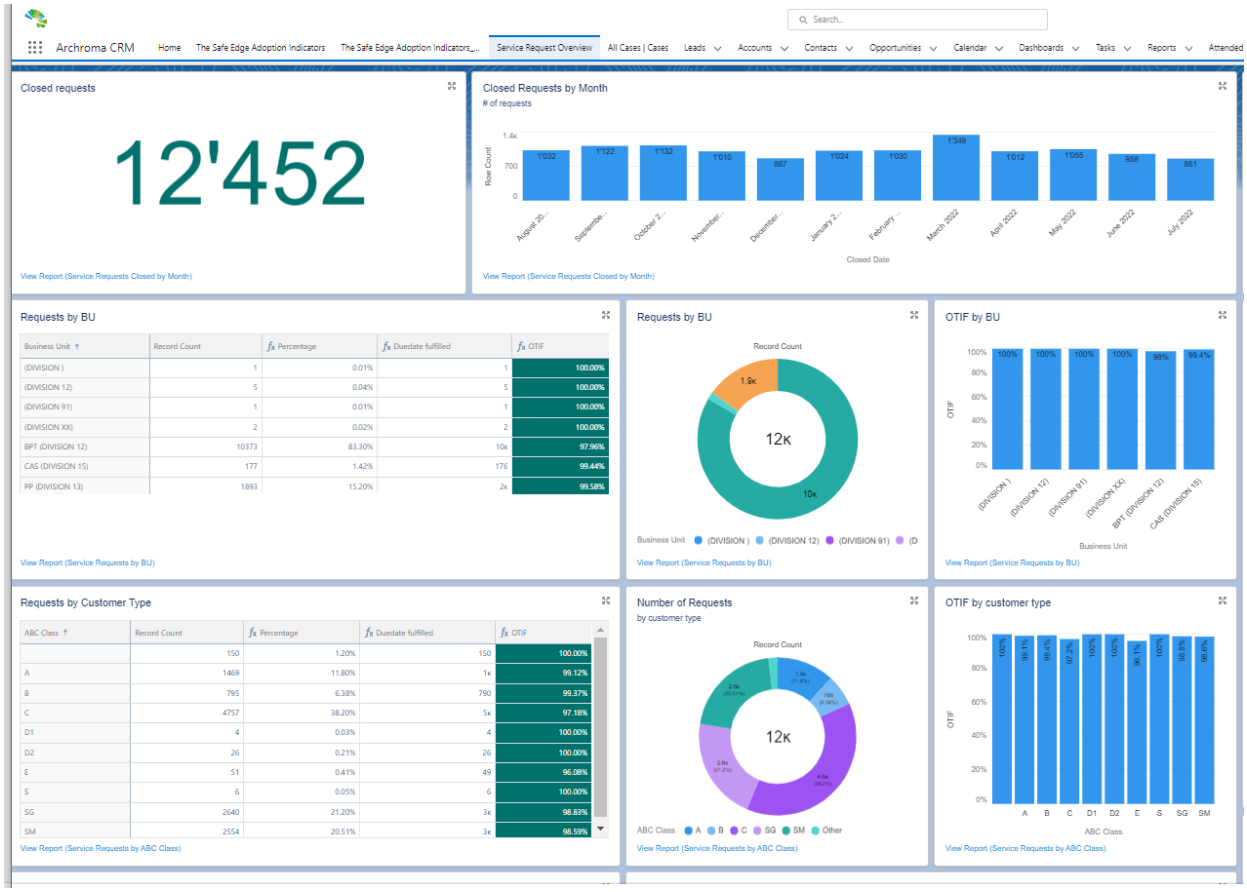
*If your document is not reached, I can quickly make my requests from the "create request" section.

* We can also see the status of the requests we made before on the platform. A note to improve the "My Request" header: In the attached image, when we click on the closed requests, I think it would be perfect if we could see the file we made the request there. Because, as you can see in the second image list,

the Bluesign document I made for Sanitized is still not visible in the product list. Maybe it's a case with Sanitized, I don't know. Because some request files seem to be uploaded.

Good work

Product Stewardship team contribute to sell by answering customer request at the deadline defined by the customer on the safe Edge: we have answered 12 452 requests in the last 12 months with an OTIF >98% for A and SoW customers (see below statistics)



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!!!).