



## 2021 ARCHROMA SUSTAINABILITY AWARDS Application Form

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

**Wining beyond boundaries**

### **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)

Archroma Pakistan celebrates first ever success of new launched co polymer product (Arkofil EWB Liq) by wining annual contract from P&G. Thus, paving the way to generate huge annual volumes for Archroma globally by replicating the success story in other clusters. In addition to that this success story is not only a door opening for number of products to P&G but also to such a high potential FMCGs in Pakistan & globally. A great success story easily replicable (already under progress) at various clusters, thus made a huge volume opportunity for Archroma globally.

Local target potential: **5000 tons, Approx 6000000** va  
Annual contract won for 1500 tons :

Bulk trial and business negotiation started with Colgate Palmolive Pakisant for **2400 ton / annum**  
Bulk trial under progress with Unilever for **600 tons per annum**  
Replicating the success story in other markets; **Brazil, Japan, India on priority.**

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

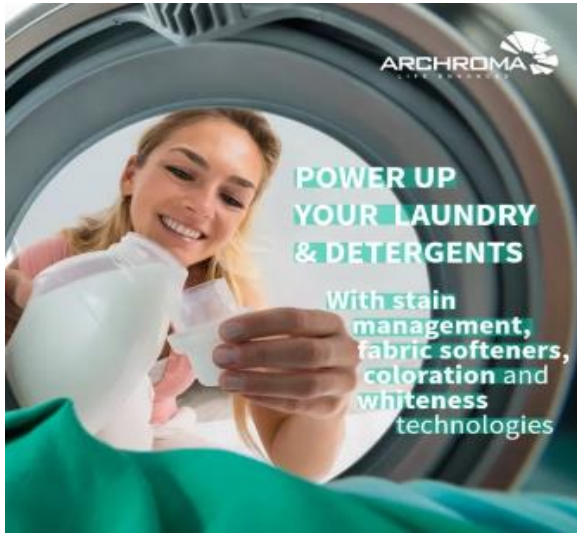
Multiple big companies and regular ~~XXXXX~~ supplier were in line to win annual contract for a Acrylic/Melic co polymer from ~~XXXXX~~ Pakistan. Archroma Pakistan is the first country who got the success in business in newly launched Laundry segment and got one-year contractual additional volume business with ~~XXXXX~~ and ~~XXXXX~~. Made a success story to be replicated to other detergent companies ~~XXXXX~~ ~~XXXXX~~.

Counting on the expertise and available support from our Landhi Production team, Archroma Pakistan approached ~~XXXXXXXXXXXX~~ Pakistan to explain how Archroma can add values to their brand in term of sustainability & local availability. Copolymer, a high-volume product, was our first target from local production as a door opener by offering the benefits from local production to overcome the logistic constraints and cost benefits prospects.

Global Team of ~~XXXXXXXXXXXX~~ taken multiple qualification round for approval the copolymer & production plant. After product approval & production line, bidding for annual contract was a much-awaited event for all team members. Archroma with local production facility remained main player of the event.

Finally the moment came when we won one year contract of 1500 MT of around ~~XXXXXXXXXXXX~~ business created high motivation and excitement for the team. In fact we had won the opportunity to build a long term relationship with ~~XXXXX~~ and a door opening for a number of other products. Leucophor DMA-X is second high value product under lab trial to be supplied to ~~XXXXX~~ now we are in the process of offering garment care and cleaning services.

The portfolio now includes solutions for whiteness, coloration, stain removal, fabric softening, as well as sequestering agents and surfactants, which can be used in applications such as multipurpose cleaning powders, detergent powders, dish wash tablets and liquids, laundry liquids and fabric softeners, and hard surface cleaners.



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

There are three main giant multinational companies highly active in Pakistan market since decades. They are compliant to international sustainability standards and SOPs:

- 1.
- 2.
- 3.

Archroma had a successful first year on the Detergent market with its Copolymer solutions for laundry and detergents. Our product is efficient with enhanced properties and fulfills the required sustainability criteria.

Our negotiating team made effective presentations to the management of ~~ABC~~ with solid proof of the positive environmental impact of **Arkofil EWB Liq**. We convinced their management that by preferring our product, not only the efficacy of their portfolio will be highly improved but the environmental aspect will also remain more compatible on Safety, Efficiency and Enhanced properties. Initial trials of **Arkofil EWB Liq** demonstrated truth of our claims.

Now our bond with the above giant companies - ~~PepsiCo, Unilever, Colgate, P&G, and Unilever~~ has been further strengthened through our focused attention through "The Archroma Way" methodology. Product portfolio offered by us is therefore giving them a wide edge on exports and local market.

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

Archroma Pakistan team on Laundry / Home care segment has Chemists, Lab support staff, Sales persons and Team lead. Each member understood his responsibility of making this project successful. We worked at all levels with a firm belief that our efforts will strengthen **Arkofil EWB**



**Liq.** in the market. The result confirms:

- Sales turnover increased
- We received trial order from
- Submitted samples to ~~XXXXXXXXXX~~ for internal testing