# 2022 ARCHROMA SUSTAINABILITY AWARDS

**2.Title of the application:**

Winning  more customers In China

**3.Award category**

☒ Business Win
☐ Diversity & inclusion
☐ Environment
☐ Excellence
☐ Innovation

☐ Safety First
☐ Sustainable partnership

## 5.Elevator pitch

Sales team, production team and supply team cooperation mode make the production higher quality with less cost and more customers.

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

It was soon discovered the increasing market opportunity on synthetic textile applications in China, but the supply issue from outside China supplier made one of package product (Eganal ) shortage in volume and time therefore jeopardized the opportunity. The local operation team studied the self synthesis process and adjusted process based on own capability, Successfully produced out higher quality with less time,produce a campaign time from 9 days to 5 days, Improve the qualityand reduce the energy cost,make RFT level from 91% to 94%.
The Supply-close-market enabled the China sales team reliable and high quality service to local market and raised up this single product sale from average ~ There was a sale increase of 67tons in FY2021 vs FY2020, and further 182 tons in 10 months FY2022 realized in China market. That's 27% more than the average of the previous two years.

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

With this cheaper and reliable supplied product out of local plant, the local sales team combined with technical support and sales coordination, and finally succeeded in other customers. The plant benefited from fix cost absorbing and compensate the loss by COVID-19 influence.

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

The project is demonstrating how cooperation among sales team, production team and supply team with mindset "everybody sells" looks like !

**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!!!).**