



Birla Cellulose
Fibres from nature

Media Release

Birla Cellulose now maps 100% forest sources on Traceability platform GreenTrack™

Birla Cellulose has advanced the capability of the well-established blockchain-enabled traceability platform, GreenTrack™, which now enables the consumers to see the forests from where the wood is sourced and thus providing a complete end-to-end visibility of forest to fashion. The visibility of forest sources for all the Birla Cellulose's eco-enhanced products has been achieved by collaboration with Sappi Ltd., the largest supplier of dissolving pulp. The forest information of pulp produced by Birla Cellulose was available on the platform thus far.

The GreenTrack™ platform was introduced in early 2019 and has since been used widely to trace and track the material flow in the fashion value chain, and is currently being used by over 20 leading global brands & retailers and their respective supply chain partners across the globe, while many others are in the process of onboarding it. In addition to brands, many large garment producers and exporters are also using this platform to trace their supply chains. The traceability of the value chain through the use of this platform comes without any additional cost to the supply chain partners or to the brands & retailers. This unique platform already handles thousands of 'live' transactions and has a potential to reach millions of consumers across the globe. Brands have started to pass on the power of traceability to their end consumers through QR codes on their garment hangtags.

“Expanding the capability of the GreenTrack™ platform and our collaboration with Sappi to provide the visibility of sustainably managed forests from where the wood was sourced, would help the sustainability focused consumers, brands and retailers to make a more informed buying decision, said Mukul Agrawal, Chief Sustainability Officer of Birla Cellulose. He informed “this initiative simplifies the verification of sustainability of complete supply chain, from forest to retail, validation of which otherwise would be a cumbersome process involving compilation of many certifications and manual tracking of the material in a long complex value chain”.

This is one more step towards our commitment for building fully transparent supply chain and creating visibility to the sustainably managed forests, that are among the most important aspect of responsibly produced viscose. Birla Cellulose leads sustainable wood sourcing practices in MMCF industry and ranks no. 1 in Canopy's Hot Button Report 2020 that ranks the MMCF producers on sustainable wood sourcing practices and next generation solutions.

According to Krellyne Andrew, General Manager - Sustainability for Sappi Verve, “we are committed to enhancing trust and creating shared value within our supply chain, working closely with our partners to promote and shape the sustainability of the MMCF sector towards a Net Positive vision.” Traceable and transparent supply chains are integral stepping stones to providing brand owners and consumers with the confidence that their products originate from sustainable and renewable sources of wood, free from deforestation, where biodiversity is promoted and customary, traditional or civil rights of people are upheld.

The platform is unique in the sense that it tracks orders as well as shipments (actual material flow) at the same time, thereby, eliminating any chance of inconsistent practices in the supply chain. The platform ensures information access only to relevant parties and full details of transparent supply chain is visible to end buyers or brands only. In addition to live tracking of material, the platform offers a series of value added features such as auto-generation of transaction certificates, easing quality management efforts, business analytics, amongst other features.

About Birla Cellulose

Birla Cellulose, the Pulp and Fibre business of Aditya Birla Group, is a leading sustainability focused man made cellulosic fibre producer. Its nature based fibers come from renewable wood sourced from sustainably managed forest. Birla Cellulose operates 12 pulp and fibre sites that apply closed loop processes and environmentally efficient technologies that recycle raw materials and conserve natural resources. It's five global advanced research centers are equipped with state of the art facilities and pilot plants. It's new generation innovative products like Livaeco™, Liva Reviva, Birla Excel (Iyocell), Liva Antibac and Birla Spunshades are designed with superior sustainable credentials. With an aim to create bigger and broader impact, Birla Cellulose collaborates actively with its value chain partners and works closely with organizations like, Canopy Planet, Sustainable Apparel Coalition (SAC), Zero Discharge of Hazardous Chemicals (ZDHC), Changing Markets Foundation, Textile Exchange, WBSCD, Fashion for Good amongst others to continually learn and apply the best practices within its global operations and across its value chain.

www.birlacellulose.com

About Sappi Ltd.

Sappi is a leading global provider of powerful everyday materials made from woodfibre-based renewable resources. Together with our partners, we are quickly moving toward a more circular economy.

As a diversified, innovative and trusted leader focused on sustainable processes and solutions, Sappi is powered by the expertise of more than 12,000 people worldwide; with headquarters in four key regions: South Africa, Europe, North America and Asia.

Our raw material offerings (such as dissolving pulp, wood pulp and biomaterials) and end-use products (packaging and specialties papers, graphic papers, casting and release papers and forestry products) are manufactured from woodfibre sourced from sustainably managed forests and plantations, in production facilities powered, in many cases, with bio-energy from steam and existing waste streams. Many of our operations are energy self-sufficient.

Sappi works to build a thriving world by acting boldly to support the planet, people and prosperity.

www.sappi.com

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