

PAPER CHEMICALS

Amazon Papyrus Chemicals celebrates 20 years as supplier to Asian pulp and paper industry

Amazon Papyrus Chemicals is celebrating two decades as a supplier of specialty pulp and paper chemicals to the Asian and Middle Eastern markets. Headquartered in Hong Kong, with its center for technical support located in Singapore, it serves 350+ customers in 14 countries, either directly or via distributors. Since February 2014, the company has been majority-owned by Navis Capital Partners. Amazon Papyrus has manufacturing plants in Rangsit, Thailand, and Telangana, India, and plans to build a production plant in China, which it aims to complete by end-2021. It also has toll processing facilities across Asia, including China (Guangdong and Shanghai), Taiwan, Indonesia and Singapore. Amazon Papyrus Chemicals is the leading supplier of pulping chemicals in Asia and treats over 170,000 mt/day of paper, pulp and de-inked pulp. Some 70% of its 450-strong workforce provide field-based sales and technical support, as the pulp and paper industry requires a high level of problem-solving and service capabilities. Employee retention is crucial, so Amazon Papyrus invests in training for its employees. It has established Amazon Chemical Scholarship program in China to attract students to the pulp and paper industry after graduation. It also works closely with universities in Shanxi, Sichuan and Hubei and has sponsored more than 130 students since 2007. The expansion of Amazon Papyrus has been largely organic, but in December 2014 it made a bolt-on acquisition, which strengthened its position in Thailand, adding the assets and portfolio of Specialty Chemical Solutions.

The core business of Amazon Papyrus is process chemicals to help improve the efficiency of its customers' operations, with key areas being microbiological control, contamination control, pulp process and tissue applications, but it has been adding new technologies to its application platform. It has expanded into influent and effluent treatment, retention and drainage, and has also developed functional chemicals, such as dry strength agents, as customers use more recycled paper furnish. As the pulp and paper industry seeks assistance in meeting sustainability targets, Amazon Papyrus has expanded its AMOX oxidizing biocide range and has introduced pulp mill bleaching enhancers. It works with customers to lower their energy and water consumption per tonne of paper, helping to reduce their environmental impact. Amazon Papyrus provides chemical solutions to address specific problems, such as odor control, microbiological control, more efficient cleaning of reverse osmosis for industrial water treatment and fungi control for wet lap and recovery boiler treatment. It also supplies chemical dosing systems as part of its package. Although pulp and paper will remain the company's core businesses, it has also established separate specialist teams to target other industries, including wastewater treatment, fiber cement, leather and rubber.

Despite the international travel restrictions as a result of the Covid-19 pandemic, Amazon Papyrus has been able to continue its business, benefitting from sales and technical support representatives in all the key countries in which it operates. In the early stages of Covid-19, the company acted swiftly to build up substantial raw material and finished goods inventories so it could withstand any supply chain interruptions. As a result, it was able to maintain reliable deliveries to its customers. Although there have been lockdowns across the region, the timing has been staggered. Customers outside of China were still running well when parts of China went into lockdown, and China started to recover as lockdowns were imposed in India, the Philippines and Malaysia.