



Celebrating 20 Years of Customer Excellence

Thank you for the trust you have placed in us and growing with us for the last 20 years.
We are extremely grateful to you for choosing Amazon Papyrus Chemicals
as a leading supplier of the pulp & paper industry.
We would not be "20" without you!

感谢您对我们的信任，并在过去的20年中与我们一起成长。
我们非常感谢您选择制浆造纸行业领先的供应商之一的
亚马逊造纸化工。没有您我们就不会有20周年！



Interview: Mike Grundy, Chief Executive Officer, Amazon Papyrus Chemicals Ltd.

Optimizing Performance and Sustainability

Over **70%** of our staff are field-based technical personnel to provide best-in-class support and solutions



Amazon Papyrus Chemicals

A leading specialty chemical and process solution provider to the Pulp and Paper industry in Asia

Amazon Papyrus Chemicals is one of the leading suppliers in contamination control, digester additives, microbiological control, odour control, pulp process applications, viscose and tissue applications.

The broad portfolio also includes defoamers, deposit control, felt conditioners, stickies control, strength aids, creping chemistry and tissue softeners. Effectively serving producers in Tissue, Newsprint, Printing & Writing, Packaging & Board, Pulp & De-Inked Pulp, Viscose, Influent & Effluent processes.

Delivering Value Through People Chemistry

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Other offices: China, Indonesia, India, Thailand, Taiwan, Malaysia, Vietnam, Philippines, Middle East

www.amazon-papyrus.com



Amazon Papyrus Chemicals Celebrates its 20th Anniversary

(Photos: Amazon Papyrus Chemicals)



Mike Grundy, Chief Executive Officer, Amazon Papyrus Chemicals, Ltd.



Grundy: I see the development somewhat like a child growing up. In the early years, we focused mainly on sales but now, whilst sales are still core, we are also much more focused on the training and development of our younger teams. We have also backward integrated into our own production plants and also built the Amazon brand.

PaperASIA: The Covid-19 pandemic has affected economies and markets around the world. How has it affected the chemical specialty and process solutions industry? What are measures taken by Amazon Papyrus to combat challenges posed by the pandemic?

Grundy: Fortunately for us, we have strong sales teams and technical support on the ground in all the key countries in which we operate, so the international travel bans, whilst frustrating, have not had a significant impact on our business. We have been hit by lockdowns due to the pandemic in some countries but not all at the same time. When parts of China were in a lockdown, the rest of the countries were doing well. Then as India, Philippines and Malaysia went into a lockdown, China started to pick up. So our spread of business across the various countries, along with the new business we have gained has helped to keep our business stable.

In the very early stages of Covid-19, we quickly and significantly increased our raw material and finished goods stocks in case there were interruptions to our supply chains. This helped to ensure that we did not fail on any deliveries to our customers. Even so, we did have some sleepless nights. We still have a weekly supply chain meeting to ensure that we stay ahead of any problems.

Amazon Papyrus Chemicals is a leading chemical and process solution provider to the pulp and paper industry in Asia. Its combined technological expertise and customer intimacy brings about top-notch level of personalised service. Founded in 2000, Amazon Papyrus Chemicals has established their presence in more than 11 markets serving over 350 customers in Asia and the Middle East.

In conjunction with the company's 20th anniversary, PaperASIA talked to Mike Grundy, Chief Executive Officer of Amazon Papyrus Chemicals, recently on Amazon Papyrus' development over the past 20 years, how the company remained resilient throughout the pandemic and where he sees Amazon Papyrus in the next 20 years.

PaperASIA: This year, Amazon Papyrus is celebrating its 20th anniversary. Can you briefly describe Amazon Papyrus' 20 years journey? How has the company developed in the last 20 years?

PaperASIA: You have plant facilities in India and Thailand. Are there any plans for expansions to other parts of Asia?

Grundy: We are planning to build plant in China. We have identified two potential sites and are currently involved in detailed discussions. We plan to complete this project by the end of 2021.

PaperASIA: Amazon Papyrus has focused on the Asian and Middle Eastern markets. Why were these two regions chosen? Will Amazon Papyrus expand to other parts of the world?

Grundy: We are currently operating in 14 countries in this region, either directly or through a distributor. We had previously built up experience and contacts in these markets and we knew that the vast majority of new Pulp and Paper projects in the coming years would also be in this region.

Given that we have experienced teams in place and this region is the fastest growing market globally, we are in no rush to move to other parts of the world. Having said that, we are investigating possibilities in South America.

PaperASIA: Sustainability has always been a major issue in all industries, including the paper and paper manufacturing industry. How do you help mills reduce their environmental footprint?

Grundy: There is a constant pressure to improve the environmental impact and we have adapted to meet this demand. For example, our product lines have the various certifications and compliance, FDA, BFR, GB, etc.

Our core business is focused on improving the efficiency of Pulp and Paper systems. As a result we are helping our customers to lower their environmental footprint by reducing the energy and water consumption per ton of product made.

Beside this, we work with our customers to reduce specific problems via our chemical solution, for example, odour control, VFA reduction, fungi control for wet lap, more efficient cleaning of RO system and treatment of recovery boiler to lessen the slag.

PaperASIA: Research and development is an integral and important part of an organization. How active is Amazon Papyrus' research and development initiatives? What are Amazon Papyrus' latest innovations?

Grundy: Our Product Managers are responsible for product development. The process usually starts with request from customers and there will always be new

challenges and problems to solve in the P&P process. It ranges from simple formulation changes to developing and introducing a totally new product. For example, recent developments have been a low foam cleaner, an odour control product that reacts with the contaminants instead of masking the smell and designing a product that is effective in a high water hardness environment.

PaperASIA: Last but not least, where do you see Amazon Papyrus in the next 20 years time and how do you think the chemical specialty market will be like then?

Grundy: I believe that the Specialty chemical market will continue to develop along with increased demands from our customers and the ever increasing environmental concerns. Pulp and paper will still be our core business but we have developed separate specialist teams to help us expanded into other industries where problem solving and high levels of customer service is required.

