




ONE PULCRA



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DEAR COLLEAGUES

Technology and Sustainability

Welcome to the 3rd Edition of ONE PULCRA, our company's newsletter! In this issue, we focus on the topics of digitization and sustainability. But how do they fit together? You'll find some answers in the topic article.

In our product world, we present a few sustainable products that are currently very popular with our customers. If you have any questions, don't hesitate to contact our colleagues in the departments. You will find the names of the colleagues below each article. A new product world has been added: The DEVAN WORLD. At Devan sustainability has always been a main issue, so of course there is appropriate information from our Belgian subsidiary.

At PULCRA INSIDE you will find the first in person events after the pandemic break. So the 1st MD meeting in 2 years took place at Devan in Ronse/Belgium and also first common Pulcra-Devan fairs have been arranged successfully.

In parallel, Marketing has refreshed Pulcra's internet presence and is diligently updating brochures and flyers (to be found in the webshop).

Of course, we are pleased to introduce a few new colleagues of the Pulcra family in the PULCRA PEOPLE section. Official congratulations are still in order for the two colleagues from the Christmas Cookie Raffle.

A new crisis has replaced Corona – the current situation in Ukraine has frightened us all. However, Pulcra Germany decided very quickly to create a relief fund and to provide a donation budget to support some local and national organizations and relief projects. The budget has not been fully utilized yet, so if you have any ideas or addresses to donate, please contact the marketing department at marketing@pulcrachem.com.

Finally, there are some cool recipe suggestions for hot summer days. We hope you enjoy this issue!

Your Marketing team



Rolf Pöhlig



Cornelia Peik



Melanie Enseling



Technology may be the key to protecting the environment

Twentieth Century technology, especially mechanization and industrial processes, got us into the climate change issue. The question is: Can 21st Century data and digital technology help us to get out of it?

Here are 11 ways technology is revolutionizing sustainability – from big, wide-scale changes to smaller, everyday adjustments:

1. Internet of things (IoT) Industry 4.0

The Internet of Things (IoT) is the term used to describe the network of physical objects ("Things") that are equipped with sensors, software, and other technology to connect them to other devices and systems via the Internet so that data can be exchanged between the objects.

People, machines and products are directly networked with each other: the fourth industrial revolution has begun. Industry 4.0 refers to the intelligent networking of machines and processes in industry with the help of information and communication technology.

2. Energy Storage

More efficient batteries that make it possible for people and businesses to store and use power in a much less wasteful manner. (Tesla's Powerwall).

3. Alternative Energy

For many households today, solar energy is a viable option, if not as a primary source of electricity, then as a tool to become less dependent on energy companies.

4. Big data analytics

Big Data is essential when it comes to online marketing, but it's also extremely useful for improving sustainability. By collecting and analyzing large amounts of data, companies can become better informed about environmental concerns.

Companies can view their energy consumption and use Big Data to pinpoint areas where they can improve efficiency. These insights can also give companies a solid understanding of their overall environmental impact and help them calculate potential environmental risks.

5. Animal agriculture

Is currently responsible for about 14.5% of human emissions worldwide. Reducing our meat consumption can significantly reduce pollution, and technology can assist. Companies like Beyond Meat and Impossible Foods are producing plant-based meat substitutes. These substitutes will help people consume more sustainable food without having to eat salads at every meal.

6. Hygiene surveying

Technology makes it easier to implement important health and safety surveys. Using survey programs like SMARTouch,

companies can quickly, safely and accurately assess their hygiene, air quality and similar environmental issues. This data will, in turn, help them improve their environmental impact.

7. Interactive smart mapping

One of the most important factors in addressing climate change is raising consciousness. Interactive, responsive maps of areas most impacted by global warming can help people in more temperate regions understand the severity of climate change.

8. Indoor farming

Farming takes up a lot of land, but there are alternatives: Indoor farms are more profitable than conventional farms and don't use nearly as much land, reducing environmental habitat destruction.

By implementing climate control technology, indoor farms can produce seasonal produce throughout the year. With populations on the rise, this diversity could turn out to be essential to life. People will always need farmland, but we're running out of available space.

9. Precision agriculture

Here, technologies are used to make agricultural work more precise and controlled. From special seeds to harvesting vehicles to sensors in irrigation systems, precision agriculture helps farmers get the most out of their harvests. This level of accuracy can significantly reduce waste and increase yields.

10. Electrically motorized vehicles

Similar to solar cells, older electric cars were ineffective and cost prohibitive. However, with advances in automotive technology, electric cars are now a feasible option. Manufacturers like Tesla and BMW are turning electric cars into not only more efficiency, but also more affordability. With time, these technologies will become less expensive and more effective.

11. Healthcare sector

Automatically controlled devices and machines support patients, as well as doctors and nurses, in unprecedented ways.

AI can help detect diseases earlier, diagnose them better, improve the management of hospital workloads, take over routine procedures or interventions, and reduce healthcare spending by a triple-digit billion amount over the next ten years in Europe alone.

Artificial intelligence can help us become more efficient and productive. This benefits the economy and the environment in a balanced way.

Technologies focused on sustainability are the pillar of many industries today and will continue to improve the way business is done in the future.

Article: Cornelia Peik Sources: BCG, PwC





PULCRA'S SMART CHOICE®

The Origination of Smart Choice®:

Over the past few years, textile customers in North and Central America have requested products that provide a sustainable story for their company. One of the primary reasons for this inquiry is because major retailers, such as Wal-Mart are requiring it from their vendors. These suppliers to Walmart and others are Pulcra's customers. They are being asked to report on improvements made to the environment and to highlight the company's sustainable projects. A marketing concept the American Pulcra textile team developed to address this need is a program called Pulcra's Smart Choice® which is a registered trade mark.

Pulcra's Smart Choice® is a selection of our core products that provide our customers with a path to addressing technical needs, while creating a sustainable story. Smart Choice® can have many advantages and two important items are highlighted below.

- It often includes a selection of concentrated products that are typically not available from our competitors. The higher concentrated products allow our customers to reduce spending on logistics, warehouse space, energy cost, and less order frequency. One example is Foryl HGH which is a 98% active surfactant product, which typically competes with competitive offerings that are 60% active or less.
- We are also highlighting Pulcra products that save energy and time for our customers. A product like Forylase PE will save significant cycle time and decrease water usage.

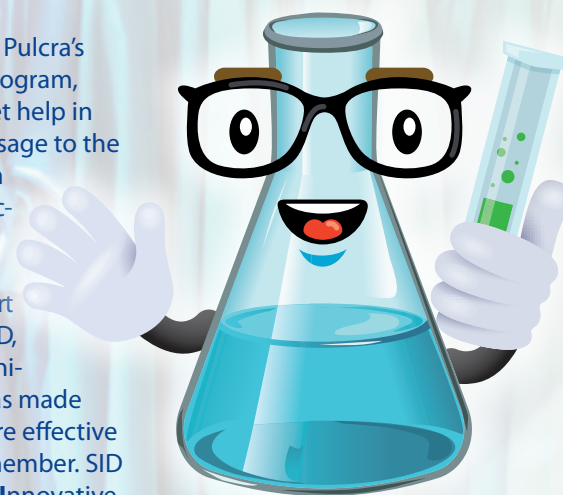
Adjusting the Offer:

A key part of Pulcra's Smart Choice® program is that we can customize the product offering based on the individual customers' processing conditions or fiber type. If the customer has exhaust processing with 100% cotton products, then we highlight Pulcra products that will work best in those conditions. We also attempt to keep the total product offering of products down to ten or less. Often, it seems that more than ten products can negatively affect the success of the presentation.

Meet SID:

After developing Pulcra's Smart Choice® program, we decided to get help in creating the message to the customer. SID is a handsome character and mascot to help Pulcra communicate our Smart Choice program. SID, our new communication partner has made our message more effective and easier to remember. SID stands for **Smart Innovative Design**.

Article: Carey Griffin



An example of SID at work:

Value Proposition: Enzyme

- **Forylase PE**
 - Highly concentrated pectinase enzyme
 - High concentrate - helps with absorbency
 - Works on cottons and impurities on med to dark shades
 - Eco friendly
 - Water and time savings
- **Lorinol KE**
 - Catalase
 - Highly Concentrated , works on pale shades
 - It breaks down the peroxide prior to dye process
 - Saves rinses/water
 - Works on cotton and PET/cotton blends
- **Forylase CE Conc**
 - Cellulase enzyme
 - Highly concentrated
 - Cycle time reduction
 - helps on pilling and lint -white spots
 - Wide range of pH stability

Pulcra Chemicals
The relative specialist



TEXTILE TECHNOLOGY

Getting the message out to our Customers:

To introduce Pulcra's Smart Choice® to our customers along with increasing interest in our products, we designed the following program around the Smart Choice® program.

- Designed a Pulcra Smart Choice® PowerPoint presentation with seven slides to introduce the program to our customers. This can be shown either in person or by using Teams. As a reminder, the introduction and products selected can be modified for each customer and designed to optimize the process equipment, fiber type, fabric type, and final product.
- Working with a third party, we designed a SID customer giveaway, which is a SID foam stress beaker that a customer can have on their desk and remind them about Pulcra's Smart Choice®. The foam character of SID has been well received by our customers and is requested frequently.
- An advertisement was highlighted on LinkedIn.

- We are working closely with the marketing team to place ads with a few key textile publications.
- Pulcra's Smart Choice® has been highlighted during May 17 – 19, 2022 at Techtextil trade show in Atlanta, Georgia.

Pulcra's Smart Choice® is a product offering that should help our customers exceed the expectations of their stakeholders. The program is intended to promote products that will emphasize sustainability while reducing energy consumption, improve process efficiency, and create a better place to live. We believe the Pulcra Smart Choice® program, along with the help of SID, will drive interest in our products while showing the world that Pulcra Chemicals puts the environment first. We are still in the beginning stages of this program, but already have landed several trials as our key customers have listened and considered the value proposition of Pulcra's Smart Choice®.



BELSOFT® CARE LOTION

Active-Skin-Care-Ingredients for the application on PP-Spunbond

The worldwide demand for Absorbent Hygiene Products (AHPs) is growing steadily. With a high number of annual patents, AHPs are among the most innovative product groups worldwide. The potential global market for adult incontinence products is growing at an average rate of 8% per year today, faster than the market for baby diapers or feminine hygiene products. Today's AHPs are lightweight, compact, highly absorbent, prevent leakage and are easy to use. But despite the advanced technology, there are still risk areas for users' skin.



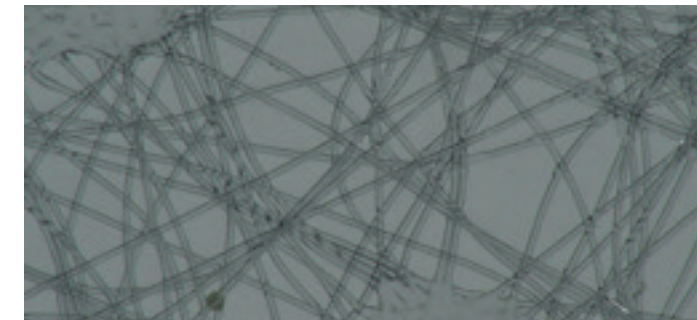
BELSOFT® CARE
Lotion
by Pulcra Chemicals

Pulcra Chemicals goes a step further by offering BELSOFT® CARE LOTION, a product to soothe sensitive skin.

BELSOFT® CARE LOTION is a cosmetic wax and contains Active-Skin-Care-Ingredients, which are widely known for their nurturing properties.

The application is very easy, because after melting BELSOFT® CARE LOTION is immediately ready for use. It is applied with the spray technology that is established in the production of diapers (and other AHPs), and which is usually used for the application of hot melts. This allows to apply the lotion easily and effectively to the Top Sheet of the finished diaper, which can be packed immediately afterwards. The application rate of BELSOFT® CARE LOTION is 10 to 50 times higher than with conventional fibre finishes. It is therefore visible to the naked eye on the finished AHP.

BELSOFT® CARE LOTION UNDER MICROSCOPE



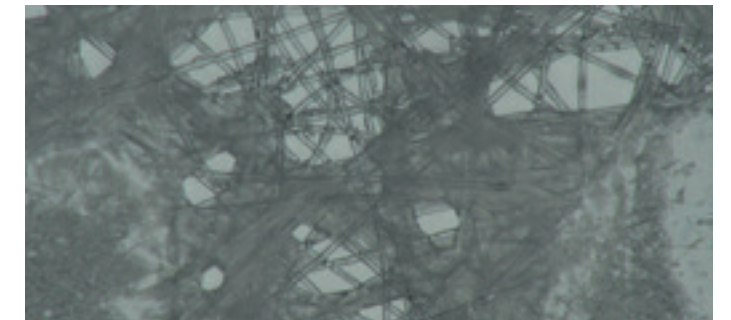
without BELSOFT® CARE LOTION

The skin care ingredient

- gives softness and suppleness
- partially melts at body temperature
- transfers caring properties to the skin
- significantly reduces the penetration of liquids

Pulcra research has developed a variety of options. The protection against drying of the skin, the positive wearing comfort and the skin compatibility have been evaluated in studies. Of course, BELSOFT® CARE LOTION is also FDA-compliant.

By default, BELSOFT® CARE LOTION contains vitamin E, which is known for its effect as an antioxidant. On request, BELSOFT® CARE LOTION can be adapted to customer needs using Active-Skin-Care-Ingredients such as Chamomile, Jojoba and Calendula.



with BELSOFT® CARE LOTION

BELSOFT® CARE LOTION is applied discontinuously in order not to affect the fluid absorption of diapers or other hygiene products. There are no limits for the design of the lotion application. Full-covering application, multiple stripes as well as spirals or patches are just some of the possible application forms.



[Click here and watch the film about BELSOFT® CARE LOTION!](#)



Article: Wolfgang Hundt



The smell of leather – made by Pulcra

What smell do you associate with leather? The smell of leather items, like a new pair of leather shoes or a leather jacket, triggers a sense of luxury, comfort or even status for many of us. Leather shoes are expensive, and you can smell that.

The smell and the associations you make with it are very subjective and very much related to the culture and environment you are used to. As for the smell of leather, the huge increase in demand for leather, especially in China, was a turning point. This is because many Asians find the traditional smell of leather unpleasant and too strong to endure over a long period of time. Especially when used in vehicle interiors, where it is impossible to avoid the smell unless you open all the windows wide, the smell of leather has become an increasingly critical parameter.

But what is it about leather that we smell? Collagen, the material that makes up the skin, is itself completely odorless in its pure form. Fresh collagen decomposes very fast and produces a repulsive rotting odor, which we fortunately do not notice in leather goods. The typical leather odor is a combination of the ingredients and products used in tanning and retanning. In particular, the combination of woody and fruity vegetable tanning agents, such as chestnut or mimosa combined with natural fatliquors, traditionally containing a certain amount of fish oil, makes up what has been known for generations as the typical strong and musky leather smell. On the other hand, not only the chemicals used, but also their volatile degradation and reaction products may have reactive groups that transform them into so-called “odor molecules”.

We at Pulcra LEATHER have been dealing with the question of how to control and reduce the odor of leather for several years. There are points in the processing that help to avoid certain odors. In some cases, the degradation of components used during processing can be overcome by appropriate preservation or additional washing steps. The use of powerful antioxidants was found to reduce significantly the formation of odor molecules which may be formed in the process of fat oxidation.



In the long term, however, there is a need for specific chemicals to control odor. Fullerene molecules, which are successfully used to deodorize textiles, were the first products tested on leather in the Pulcra applications laboratory. These substances have the ability to capture odor molecules and remove them from the environment before they reach the nose. Unfortunately, they don't work at all on leather, possibly because the number of volatile substances escaping from the relatively thick material that is leather is simply far too great.

In our research, we have found two types of catalysts that selectively bind odor molecules through covalent and complex bonds. They often lead to a noticeable improvement in the odor testing of leather. Most importantly, however, the effect of these molecules is combined with a suitable perfume. To this end, a collaboration between Pulcra LEATHER and DEVAN in the field of microencapsulated fragrances was initiated a few months ago. Microencapsulation has a great advantage over the direct use of fragrances, because the scent lasts much longer and does not disappear when the leather dries. Ideally, when sitting on the car leather seats, some fragrance molecules are released, creating a pleasant and soothing ambience.

In cooperation between Germans and Chinese, we have selected and matched a fragrance that triggers positive associations and feelings in all test subjects. This perfume is injected into capsules in the DEVAN laboratories, which are then mixed with special odor-inhibiting leather chemicals. The capsules must be adjusted in size and thickness to deliver the correct amount of perfume.

Article: Ivo Reetz

[Click here and watch the film about leather freshness!](#)



New Devan innovation at Heimtextil in Frankfurt



Devan is introducing an innovation to the Textile world in June 2022 during the delayed Heimtextil show (Frankfurt, Germany). As we all know, sustainability is at all textile brands and retailers their mind. Even more so now the European Commission their new updated GreenDeal for Textiles in March 2022 following the Ukraine crisis.

In the update of the GreenDeal, the EU clearly reinforces its ambition not only to implement their already approved GreenDeal but it further explicits the EU ambition to reduce energy consumption during the lifetime of textiles (i.e. from production to washing by the consumer) and also advocates to counter certain consequences of fast fashion. Earlier, many NGO's advocated against the impact of microplastics due to textiles.

Given all above, Devan has been developing a novel way to micro-encapsulate ingredients to adhere to textiles and at the same time to increase wash durability to and above 25 home laundries. We believe we've succeeded that challenge in a very novel way.

During Heimtextil, we promoted this novelty via very well-known ingredients, aloe vera and avocado seed oil. Two ingredients known to nourish and hydrate the skin. Soon, we plan to launch more innovative solutions with the collaboration of various brands.

Devan collaborates with a class of Graduates to challenge their Sustainability Strategy



Vanessa Daelman
Function: CTO



Ricardo Costa
Function: R&D Technical Manager

Vanessa Daelman (CTO) and Ricardo Costa (R&D, Portugal) have accepted the challenge to be up for criticism and improvements by a group of International Business Management students in Ghent (Belgium).

Students are asked by their education body to work on a sustainability project selected by their Educational Board. Devan is one of the projects selected.

During a specific time, the students will evaluate the Devan sustainability strategy and look how Devan can further improve certain topics. Questions like: How do we create even more external awareness on the Devan sustainability efforts?; What can we do internally to create an even stronger sustainability platform and culture?; What shall we do around biodegradability/compostability that makes external sense?; are just one of the management questions they have to go and sleep with. Curious about the outcome – stay tuned for the next One Pulcra!



For the 5th year, Devan contributes to the Fight against Cancer

In Belgium, the most well-known and highly popular good cause event is the "Kom Op Tegen Kanker" event (translated: fight against cancer). This NGO organises each year 2 sports events to raise money for cancer research and for emotional cancer patient support. For the 5th year Devan participated in these events.

The first year, the Devan team ran 100km with a team of 4 colleagues.

The last 4 years, we cycled as a team in the 1,000km event. This means every day a person or a duo is cycling 250kms at a pre-set average speed (24, 27 or 30 km/hour).

This year, Maarten De Bosscher (operations manager), Steven Nies (Production) and Sven (CEO) were the team members after Vanessa Daelman (CTO) and Thibault De Bock (R&D) had to withdraw at the very last minute due to health considerations. Steven even took 2 times 250 km on his shoulders – or shall we say legs and bottom... Imagine that commitment!

The 1,000 km raised – all participants together – more than 6 Mio Euro, a record in their 20 year history!

Articles: Sven Ghyselinck



1st MD in person Meeting since Corona Break

devan Pulcra Chemicals
The solution specialist

On April 27 and 28 the first in person MD Meeting since the Corona lockdown measures took place at our new affiliated company Devan Chemicals in Ronse, Belgium.

More than 30 colleagues (ELTs and MDs of Pulcra and Devan and some more functions) gathered to finally get to know and learn from each other. Not only current and near-future topics have been discussed, such as sustainability, business processes, HR and IT strategies as well as PSR and R&D issues, but also all subsidiaries and their updates were considered individually. Group work was carried out on the topic of sustainability, which affects a wide range of areas of the corporate group.

The meeting was very valuable and, after the time of meetings conducted exclusively by MS teams, was especially appreciated as an important building block in the growing together of Pulcra and Devan.

We would like to thank our colleagues from Devan, who were an all-round perfect host and excellently catered for every wish, all official requirements and all last minute changes in the travel plans.





Techtextil USA – Pulcra Chemicals & Devan North America together

Pulcra Chemicals, which acquired fellow industry player Devan last year, shared a booth for the first time with the company in Atlanta.

“Pulcra Chemicals was very pleased with the 2022 Techtextil North America show,” said Pat Eberlein, sales manager of Textiles and Fibers at Pulcra.

“Throughout the three days, our booth received a wide variety of visitors that were interested in hearing about our latest product offering from Pulcra and newly acquired Devan Chemicals.

Tuesday and Wednesday were especially busy days, he noted. “We really enjoyed connecting with our important current textile customers,” Eberlein said.

“We also met with new potential customers from around the globe. Based on our commitment to the textile market and the three days of activity, Pulcra is already planning to exhibit at 2023 Techtextil.”

Pulcra Business Director Carey D. Griffin agreed: “It was an excellent event and well attended. It’s great to be having these shows again and getting a little closer to pre-Covid normalcy.”

Pulcra introduced its Pulcra® Smart Choice product line, which is specifically engineered to be of high concentration and stable. This range allows for a greener footprint for its textile customers’ daily transactions (less transportation, less transactions, smaller footprint, etc.).

The company also showed its new range of NonFC durable water repellants under the brand name of Repellan and Pulcra Tec.

Kenny Parrish, country manager of business development at the Devan unit, said the event was great from his perspective. “Exhibitors really came out and supported the industry in the U.S. as well as the other countries attending. It would have been much smaller without the Europeans attending.”

Devan’s Thermic Bio cooling options, Moov and Cool NTL, and Bi-ome antimicrobial drew the most attention, he said. And visitors showed a lot of interest in a “really good” CO product from the show and customers, he added.



Pulcra Trade Fair '22

After a two-year break from Corona, Pulcra made its first trade fair appearances between May and June. Techtextil in Atlanta from 17 - 19 May was also the first joint Devan / Pulcra trade fair stand. This was followed by Techtextil from 21 to 24 June 2022 and Heimtextil in Frankfurt, which took place at the same time.

At Techtextil, international exhibitors presented the entire spectrum of technical textiles, functional apparel textiles and textile technologies. European customers in particular were interested in news from the textile & fibre product portfolio of PULCRA and DEVAN. Especially the bio-based textile additive PULCRA TEC® SU for water repellency of textiles and the new booster AVIROL® 20 eBOOST for sizing were in great demand by the visitors and discussed over a delicious meal, prepared in the own small exhibition kitchen on the Pulcra stand.

Unique this year was the Heimtextil Summer Special, international trade fair for home and contract textiles. Devan is introducing an innovation to the Textile world in June 2022 during the delayed Heimtextil. Devan has been developing a novel way to micro-encapsulate ingredients to adhere to textiles and at the same time to increase wash durability to and above 25 home laundries. We believe we’ve succeeded that challenge in a very novel way. During Heimtextil, DEVAN will promote this novelty via very well-known ingredients, aloe vera and avocado seed oil. Two ingredients known to nourish and hydrate the skin.

A nice reunion with our customers after so many virtual meetings! In 2023, we will hopefully continue as planned with the normal presence trade fair schedule.



Marketing News – New Website



Everything new comes in July – because PULCRA has a completely revised website, which now was activated online after several correction runs.

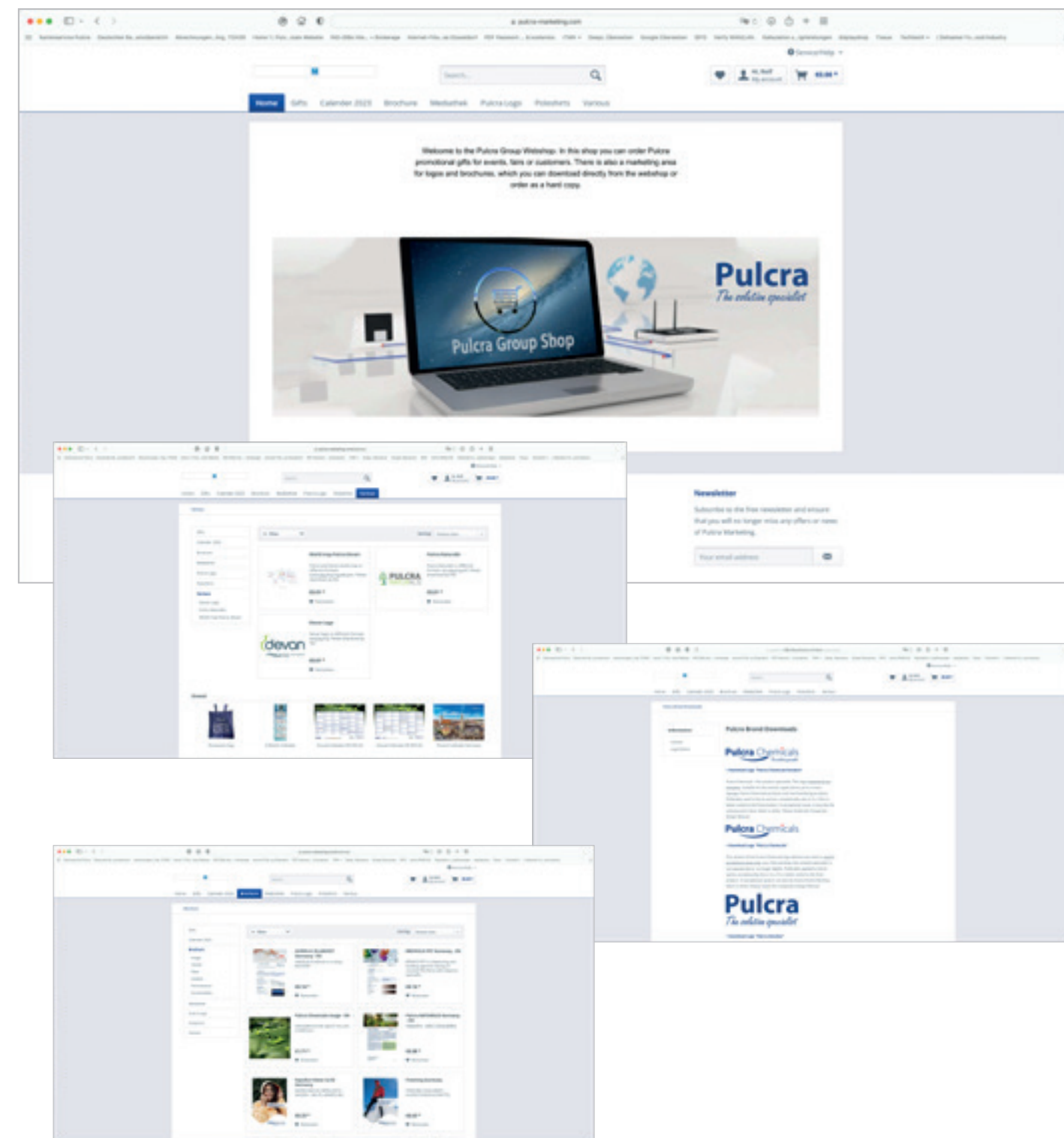
On www.pulcra-chemicals.com we now can be found “re-launched” on the web. The languages German and English are already available; Portuguese, Spanish, Turkish and Chinese will be added (these are currently being translated).

Marketing News – Webshop

Furthermore we’d like to refer once more to the PULCRA webshop, which is constantly updated and where all current promotional items are available.

Products that are not free of charge, such as printed-brochures, various promotional items, business clothing for trade fairs, etc., can be ordered by any site manager who has already received personal access data by e-mail for his or her own account.

Free products like logos, images and e.g. PDF download of the brochures are available without registration via the general access: www.pulcra-marketing.com (user: pulcra, password: chemicals). ATTENTION: Access is only allowed to internal employees, please NEVER give out to customers, service providers or similar!





Interview with Ilker Özer

Ilker Özer joined Pulcra Group in September 2021 as Global Head of IT.

Nurtac: Could you please share with our readers a little bit about your life and business experience, before coming to Pulcra?

Ilker: I was quite curious about engineering topics when I was a child and had a chance to dive in the technical world when I joined English instructed high school where its curriculum on Machinery and Computer Controlled Tool Machines and then completed my undergraduate education in Electronics Engineering specializes on Control and Computer systems at Istanbul University.

As a fun of algorithmic thinking, my first job was Software Development at VERIPARK and TEKNOLOJİ HOLDING companies between 2003-2005 about financial integrations and web user experiences, and then moved my IT experience to the international platform between 2005-2015 at BOSCH and SIEMENS Home Appliances (B/S/H/) in different global hands-on and management roles such Global IT Software Engineer, Global IT Project Manager, Global IT Product Manager, Global IT SAP CRM and Multichannel Solutions Unit & Roll-out Manager as a member of Global Executives Talent Pool.

After more than 10 years, I decided to carry my IT experience to different sectors and cultures. So, I worked as a Senior IT Manager in Business Innovation unit at SAMSUNG Turkey in 2015-2016, and IT Country Director at DB SCHENKER ARKAS between 2016-2018 in order to integrate the Turkish campus with Global IT. As representing the Country CIO function developing logistics IT infrastructure investments and operating it under the ONE-IT concept as well as implementing the expansion of Apple Turkey logistics and repair service centre's IT landscape were the priorities.

Then a challenging and attractive role opportunity knocked my door at the most premium nut brand in Turkey who was desiring to have a Digital Transformation strategy and a new Corporate IT department



that would support their journey to be a global brand in addition to the new premises at Germany and USA. During the 4 years, chased the definition and implementation of the Digital Transformation Strategy in an FMCG company with some initiatives such as:

- a brand-new "Digital Marketing Technologies" unit responsible for e-Commerce, Channel Marketing, Customer Experience, Brand Blog sites as strategic B2C steps from the digital interactions to drive future growth.
- a brand-new "PMO and Governance" unit together with "Digital Business Partnership" model where engaging commercial, operational (Marketing & Digital, Traditional Channel, Modern Channel, Supply Chain & Operations, Production, Finance, HR) and IT teams for specific innovation projects so that they can act as a one product team.
- a brand-new "Business Intelligence" unit where the centre of transformation for data driven approach and advanced analytics from reactive to proactive usage by changing the data towards actionable items in order to feed the sales shelves proactively.
- a brand-new "Information Security" approach where pursuing keeping the data and infrastructure live and persistent by applying ISO27001 standard in parallel with "Go-to-Cloud" concept.

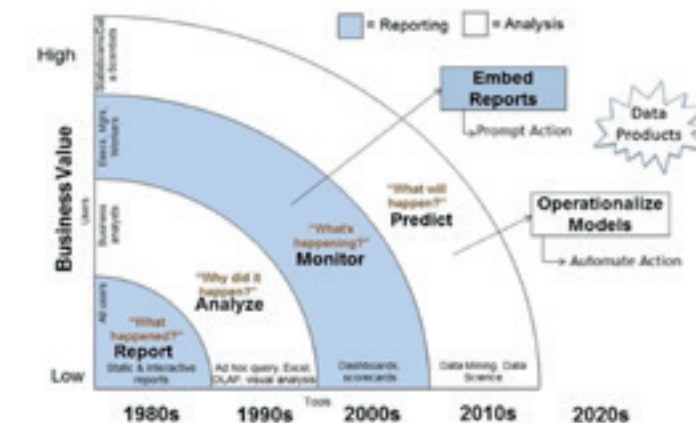
- and fostering "process driven approach" and management of "standardized SAP" template-based implementations.

Nurtac: What is the learning edge for you right now? What are you curious to learn more about? How are you developing yourself?

Ilker: Due to the rapid development of technology and the fact that IT matters are at the centre of this wind of change and innovation, it is a fact that the subject of learning for our business field should take place in our lives a little more than in ever. Even the theory does not change frequently, the applications are progressing with a very high trend while building individual apps, systems and ecosystems. In that context, to catch this demanding high trend for an IT professional; learning by "reading", "listening", "watching", "exercising", and "doing hands-on individually" concretely are the parts of the daily routine.

In all IT domains of technology, starting from the "Infrastructure and Cloud Computing" including "IT Security" towards "Business Intelligence and Data Analytics" just after the "System & Software Development" by combining with "IT Governance and Portfolio/Project Management" should be the main stops in the learning cycle since there are many of cross-dependences which are affected by the new innovations even though allay re not applied just on the one hop in daily business.

Nowadays, I spend a little more time on "Business Intelligence and Data Analytics" among all domains and follow the new developments in addition to discovering the implementations of the "Agile Management Mindset". The Data is the power of the new era indeed. With a proper data set and applying data science, we can put the data in a situation where it talks for the future with the stages "Report" -> "Analyze" -> "Monitor" -> "Predict", which means from



*: Chemicals Practice, End-to-end digital transformations for chemical companies- <https://www.mckinsey.com/industries/chemicals/our-insights/end-to-end-digital-transformations-for-chemical-companies>

the state "What happened?" to "What will happen?" I would highlight the data process with an aphorism:

"Change your life today. Do not gamble on the future, act now, without delay."

At the point of my self-development, I also follow the cycles that learning by "reading", "listening", "watching", "exercising", and "doing hands-on individually" concretely in my routine as well. The sales marketing activities and product based PoC workshops from providers also support this routine. I also personally support volunteer IDC summits, focused events, domain-based surveys, and analytics papers that feed us with results reports for current technology applications and future projections.

In my opinion, for a learning addicted people; the magazines, books, videos, learning web portals and big providers' websites, blogs, communities and learning channels are taking significant role in the journey. I strongly support the idea of self-learning that requires concrete reading and listening, which works very well for rapid technology development topics. If it's expressed with a quote, I would say; 'you don't learn anything while talking'.

Nurtac: When you look at Pulcra, how do you think we could best leverage IT capabilities of our company as the landscape of our sector changes?

Ilker: When considering industry changes for Chemical Companies; they can capture value by digitizing the entirety of their value chains as also highlighted in the article published in Mc-Kinsey on August 25, 2020* where mentioned about three major trends are reshaping the operating models of chemical companies:

- massive advancements in technology and innovation,
- rapidly changing customer requirements,
- and increasing pressure on cost and productivity.

Of course, reflecting the reshape of the operating model to whole organization must be considered in end-to-end (E2E) scenarios over the value chain. Even making decisions on a comprehensive level, optimizing organizational interfaces between functions and levels, and unclear what's joining using all available data sources can even improve EBITDA as a result of improving visibility and operational efficiency by optimizing processes with data.

For all these, “the requirement of enabling digitalization with “3P” (People-Process-Product) aligned with corporate strategy” is clear -by using IT capabilities (timely updated)- in combination with the business process transformation (operationally re-engineered) as well as people transformation (culturally developed).

At Pulcra, in order to meet those requirements by using the power of technology; it is necessary to have a scalable and managed IT landscape as seen in figure 1.a in a in global enterprise governance understanding.

In reference to the IT System Landscape illustration based upon Enterprise Architecture, the solutions & systems where marked within red dashed rectangle, must be built to implement the “Business Processes” for end-to-end (E2E) scenarios what will enable the Corporate Strategy realization... and these need to be supported by both IT Infrastructure and Security, as well as the domains of IT Service management and Governance.

Fortunately, we have the infrastructure in the red dashed rectangle above at Pulcra. But when we look at the depth of application of business processes and corporate governance practices as illustrated in Figure 1.b with “grey” line in spider web, we still have some room instead for improvement.

In this situation, the primary step we would take to give priority to the items 2 and 3 and implement the restructuring works in the other items either in parallel or just after based on the domain urgency. Regarding the issues in the 2nd (Infrastructure Harmonization) and 3rd (Harmonization of Systems Landscape) items, it is necessary to mention about the “standardization of Global Workplace” and -the big milestone “RISE with S4/HANA PCE” which is in negotiation- under the “Solution Road-mapping”, which are the topics that our end-users will encounter most in their daily lives.

“Standardization of Global Workplace”

We globally standardized our PC/Laptop/Monitor devices’ models under the brand Lenovo to make the procurement when a new device required as shown in Figure 2.a in order to have same management structure and security standards. In this year we will continue to concentrate on Device Management, Windows OS upgrades and End-point security

application based on our existing multi-brand device portfolio.

The big milestone “RISE with S4/HANA PCE” which is in negotiation

As I mentioned, one of the main trends so that Chemical Companies can capture value by digitizing the entirety of their value chains was the “massive advancements in technology and innovation” which refers to the digitalization. But digitalization is more than migrating to the Cloud or investing in new technology what the companies must evolve new business models and adopt innovative processes to succeed in a VUCA world. Here at this point, the intention is good, but the level of digitalization must be balanced carefully by referring to a motto “Do it for business value-not for technological art”. Because we hear a lot of stories about failures on the digitalization journeys of the companies. The leverage and response capability of organization is utmost important and vital.

SAP as an ERP -what we’re also using in Pulcra from the foundation year till now- has evolved over time, based on its innovation roadmap and has transformed its technology from SAP R2 to SAP ERP and now SAP S4/HANA, high-speed analytic platform decorated with process updates as shown in Figure 3.a.

In addition, SAP also decided to address these needs by “RISE with SAP” to provide a “holistic offering” that assists its customers in transforming their business, regardless of their digital transformation stage. In this context SAP provides key innovations on different domains in waves as shown in Figure 3.b.

In this context, as Pulcra, we aim to create an opportunity to initiate “Business Processes” innovation for end-to-end (E2E) scenarios that will realize Corporate Strategy and truly enable business value.

On the other hand,

- due to the announcement that the SAP ERP we currently use will not be officially supported soon,
- the fact that our existing licenses have to be converted by the end of 2025
- and existing important “red” and “yellow” alarms on the system as shown in Figure 3.c because the necessary maintenance had not been performed for a while,

the S4/HANA update is a mandatory and inevitable activity for us too If we can come to an agreement with SAP company within the negotiation process.

Nurtac: What would you like to share with colleagues about your expectations and their involvements into the Digitalization?

Ilker: As Global IT community including Devan as well, we’re getting prepared to support all these new changes with the update of the Global IT organization with 3 new units as;

- “Global IT Service and Governance” – managed by Taya Tykhonova,
- “Global IT Infrastructure Services” – managed by Hasan Öner,
- “Global IT Business Solutions” – managed by Başak Yılmaz,

... our aspiration is “Do IT for Business Value – not for Technological Art”.

Together with the RISE with S4/HANA upgrade, we’ll have new opportunities to rethink about our digitalization requirements like in the example as shown in Figure 4.a and this implementation will lead us to have, new innovations on “Technology” and “Data” as well as new opportunities on “Processes” and “Governance” pillars as shown in Figure 4.b.

At this point, it is only possible to reveal the business value, determine the appropriate innovations and implement them in practice, only with the participation of our talented business unit members. The key indicator of success in this journey is about how much the enterprise can respond to.

Since the digitalization starts with the processes and we must built to implement the “Business Processes” for end-to-end (E2E) scenarios which will enable the Corporate Strategy realization in the reference of red dashed marked rectangle in our IT System Landscape illustration, it is crucial to start from analysing and definition the Pulcra’s Process Framework and end-to-end (E2E) scenarios towards the SAP Best Practices as shown in Figure 5.a because SAP is the number-one expert in most of industries in approx. 390.000 customers in 193 countries even we dislike some functionalities!

In that context, considering that we all are part of this journey as expected, we may define some team mottos together with our all colleagues such as being...

- partners as ONE-Team in ONE-Pulcra
- leader for generating the relevant Use Cases that needs to meet with the Technologies as shown in Figure 5.b
- partner for defining the “Digitalization Objectives for Pulcra Corporate Strategy” in Pulcra domains as shown in Figure 5.c
- focused on holistic global scalable solutions rather than individual systems and applications
- solution provider rather than daily problem solver
- focused on requirement rather than singular requests
- aware of our systems (additionally will be working including Devan) for 17 countries on 3 continents in two different group of companies where one issue may affect on all
- patient, because of the complex requirements in the background even though they’re seem simple on the front-end
- encouraged data driven culture
- evangelist for innovation, improvement and efficiency opportunism
- in owner role for processes and end-to-end (E2E) scenarios
- digital aware
- change oriented and agile flexible.



[Click here and see the pictures Figure 1-5 to the text.](#)



Interview with **Umasankar Mahapatra**

Umasankar Mahapatra joined Pulcra Group in March 2022 as Managing Director of Pulcra India.



Nurtac: Could you please share with our readers a little bit about your life and business experience, before coming to Pulcra?

Umasankar: Before coming to Pulcra, I had close to 22 years in this sente of work experience with top 4 textile groups in India. After completing by graduation from University of Calcutta I worked with Vardhman group (one of the largest spinners in India) for 2 years in this sente in their R&D department. I left Vardhman to pursue Master of Technology (M. Tech) at Indian Institute of Technology Delhi (IIT-D) and joined Arvind Limited (one of the largest fashion/textile companies) after completing studies at IIT-D. I had opportunity to work at both denim and technical textile businesses of Arvind Ltd for 13 years in this sente. I still feel proud for being instrumental in setting and scaling up of Protective Clothing, Filtration & other industrial fabrics, technical yarns & sewing threads businesses at Arvind Ltd. I had a relatively short but very enriching

experience of working in Indonesia with Aditya Birla Group (in their overseas spinning business). Before joining Pulcra India, I worked for 5 years with Welspun India Ltd (one of the largest home textiles producer globally) where I worked as group head innovation and sustainability. I could initiate multiple ESG initiatives over there and be part of several strategic initiatives. I belong to eastern part of India (state of West Bengal).

Nurtac: When people around the Pulcra world think about our business in India, what would you like them to know? (For example, what is the volume? The scope? The strategic focus? What recent developments? What new challenges do we face?)

Umasankar: India is one of the leading textile and leather producing countries. Its not only one of the leading exporters of these products, but one of the fastest growing domestic consumer bases. I see Pulcra has got immense potential to grow the business here. Our focus at the moment is to maximise the top line and bottom line nos, both through products manufactured at India plant and also through imports from other affiliates. We are also looking at improving the productivity of existing set-up with minor facility upgrade.

Nurtac: How do you think our industry landscape changes and what does future bring?

Umasankar: Industry landscape is changing really fast. Brands and retailers are realigning their sourcing hubs and exploring near – shoring part of the product line. Focus on sustainability and traceability is at utmost priority in the mind of consumers. Disruptive innovations happening at product level and new business models are also emerging. These bring new challenges to all in the value chain and at the same time offer opportunities to reinvent. I see Pulcra as a group rightly positioned to take on this shift and make best use of it. Each affiliates bringing some unique competencies and extending support to others in need. So its both local and global in terms operation. Integration of Devan also brings new capabilities to the entire group which will help the transition from only B2B to B2B+B2C.

Nurtac: What are your priorities in developing Pulcra India's business?

Umasankar: Some of my priorities in developing Pulcra India's business at the moment are: a) strengthening the supply chain function, which has become more critical in this challenging time. b) motivating the team and make them believe, we can do better. c) making Pulcra more visible within the industry, mainly among key corporate customers, select brands from domestic market and also international brands. d) bringing more innovative solutions to India which are available within the other affiliates – specially which can support our customers meeting their sustainability goals.

Nurtac: Where do you want to develop yourself more nowadays? (what is it that you are curious about?)

Umasankar: Lot of things to learn from each other within the organization and in the ecosystem. I am specially curious about learning more about leather process, which is relatively new to me.

Nurtac: What would you like to share with colleagues about your family, interests, and involvements outside of work?

Umasankar: In my family I have my wife (Mita) and two school going kids (daughter: Upasana 15 years in this sentence and son: Aarohan 7 years in this sentence). I love walking, cycling and swimming. During weekend I also love to cook (Indian dishes). I also believe in investing continuously on education, updating myself with new skills.



Pulcra Chemicals India Private Ltd.



Retirements, Promotions & Hires



RETIREES

Our fond memories and best wishes abide with the following Pulcra and Fashion employees who began retirement journeys during the first half of 2022.

Brigitte Klingspor

Customer Service Specialist
Germany

Irene Böhm

Customer Service Specialist
Germany

MME Retnani

Customer Service
Indonesia

Sedat Zeren

Quality Control Technician
Turkey

Hakan Uçak

Logistics Operational Staff
Turkey



PROMOTIONS

New challenges and rewards await these employees who advanced in their careers within the company between January and June 2022.

Andreas Frisch

Head of Electrician
Germany

Chengxian Pei

Senior Sales Engineer
Greater China

Zhifu Xia

Senior Sales Engineer
Greater China

Xiuning Dou

Senior Sales Engineer
Greater China

Jessie Jiang

Senior Lab Engineer
Greater China

Yao Wang

Lab Chemist
Greater China

Rajesh Nair

Asst Manager - Applications
India

Rajesh Yadav

Production Executive
India

Avadhoot Dixit

Production Executive
India

Bharati Panchal

Sales Support Executive
India

SachinShingre

Asst Manager - Accounts
India

Lorena Camargo

R&D and Application Chemist
Mexico

Ali Naqi

Sr. Account & Finance Officer
Pakistan

Irfan Jamil

Area Manager Sales
Pakistan

Waqas Abbas

Area Manager Sales
Pakistan

Wasim Arif

Area Manager Sales
Pakistan

Saleem Iqbal

Account Receivable Specialist
Pakistan

Rahat Ali

Sr. Inventory officer and Sales Coordinator
Pakistan

Abid Jalal

Sr. Production Officer
Pakistan

Muhammad Fayaz

Senior Inventory Officer

Pakistan

Alex Palau Rodriguez

Process Engineer
Spain

Tayisiya Tykhonova Semenova

Global IT Service and Governance Manager
Spain

Tiffany Ann Dorsey

Human Resources Manager and
Global Organizational Development CoE Manager
USA

Aysun Berkyyer

Textile Product Development &
Application Assistant Specialist
Turkey

Benan Kaymaz

Textile Product Development &
Application Assistant Specialist
Turkey

Gülşen Çakır

Customer Service Specialist
Turkey

Emine Menğçur

Senior Tax and Legal Affairs Specialist
Turkey

Ismail Akdağ

Senior Export Specialist
Turkey

MelikeKizil

Analytics and Product Safety Specialist
Turkey

Fatih Demiryürek

Textile Chemicals Export Sales Manager
Turkey

Erdem Genç

Textile Chemicals Domestic Sales Manager
Turkey



NEW HIRES

Let's send a proud Pulcra welcome to new hires from around the world, who came on board between January and June this year. They're joining a great team!

Md. Shofiqul Islam

Office Boy (Admin)
Bangladesh

Dirk Ulbrich

Head of QC and Analytics
Germany

Dominik Moll

Production Logistics Staff
Germany

Gabriele Holzinger

Customer Service Specialist
Germany

Simon Ye

Sales and Marketing Director - Textile
Greater China

Tim Mai

Technical Support Manager
Greater China

Krystal Shen

HR Specialist
Greater China

Philo Bao

IE Specialist
Greater China

HannaDai

Finance and Controlling Manager
Greater China

Chongjun Jiao

R&D Manager
Greater China

SherryYuan

Head of Purchasing and Quality Department
Greater China

Anbarasan K

Leather Laboratory Assistant
India

Umasankar Sinha Mahapatra

Managing Director
India

Supriya Pati

Territory Manager - Leather
India

Ribka Yohana

Customer Service
Indonesia

**DendyNuriyana**Distribution Staff
Indonesia**Munir Ahmed**Area Sales Manager
Pakistan**Faisal Javaid**R&D Specialist
Pakistan**Obaid Safdar Sardar**Recovery & Admin Officer
Pakistan**Muhammad Mehtab**Area Sales Manager
Pakistan**Agustina Real**Chemical Operator
Spain**Justin White**Warehouse Operator
US**Noreen Johns**Customer Service Rep
US**Amanda Bradford**PSR Manager
US**Henry Cope**Maintenance Mechanic
US**Eder Campos**Production Assistant
Brazil**Gustavo Borges**Technical Development Application
Brazil**Gisele Andrade**HR Analyst
Brazil**Gabrielle Teixeira**R&D Trainee
Brazil**Maíra Marinzek**R&D Trainee
Brazil**Alp Şöförtakımcı**Textile Technical Sales Specialist
Turkey**Rıdvan Subaşı**Textile Technical Sales Specialist
Turkey**Ayşen Kurum**Senior Finance and Treasury Specialist
Turkey**Gökhan Öztürk**Electrical Maintenance and Repair Technician
Turkey**Aşir Oruç**Contractual Production Worker
Turkey**Burak Şencan**Contractual Production Worker
Turkey**Mehmet Kahraman**Contractual Production Worker
Turkey**Mustafa Dikmen**Contractual Production Worker
Turkey**Onur Aykanat**Contractual Production Worker
Turkey**Yaşar Erim**Contractual Logistics Worker
Turkey**Hasan Öner**Global IT Infrastructure Services Manager
Turkey**Murat Güngör**Finance Assistant Specialist
Turkey**Ömer Kurt**Logistic Operation Officer
Turkey**Uğur Akbiyik**Contractual Quality Control Worker
Turkey**Reva Yavrutürk**Finance Manager
Turkey

Congratulations for ...

... 1 Year ...

Daniel Lang - Germany
 Regina Rami - Germany
 Joyce Chen - Greater China
 Minmin Zhou - Greater China
 Yao Wang - Greater China
 Fox Yang - Greater China
 Robert Yang - Greater China
 Jingjing Li - Greater China
 Allen He - Greater China
 Shaowei Liao - Greater China
 Girish Girase - India
 Nur Octaviani - Indonesia
 Mattia Morini - Italy
 Stefano Giannotti - Italy
 Andrea Guaraldi - Italy
 Muhammad Wasim Arif - Pakistan
 David Perez - Spain
 Farah Zerouh Chagrani - Spain
 Yılmaz Öztürk - Turkey
 Vy Vy Campbell - US
 Tommy Eubanks - US
 Albert McWatters - US
 Lynn Monteith - US
 Kaylin Sutton - US

... 5 Years ...

Biswajit Talapatra - Bangladesh
 Aline Batalha - Brazil
 Ella Gao - Greater China
 Kim Jin - Greater China
 Lanwei Feng - Greater China
 Xizhen Xie - Greater China
 Satyawar Pawan - India
 Vasant Patil - India
 Zaenal Mutakin - Indonesia
 Alfonso D'Auria - Italy
 Marina Cappanera - Italy
 Alejandra Orea - Mexico
 Muhammad Kazim - Pakistan
 Muhammad Bilal - Pakistan
 Elisabet Pons Perez - Spain
 Ali Turgut Birinci - Turkey
 Egenur Çakirsoy - Turkey
 Erkan Tetik - Turkey
 Hakan Değirmenci - Turkey
 Ismail Akdağ - Turkey
 Kamil Güler - Turkey
 Mahir Demircioğlu - Turkey
 Özge Anar Kayman - Turkey
 Songül Filiz Adibelli - Turkey
 Tümay Gül - Turkey
 Monrice Caldwell - US
 Freddie Garcia - US



Congratulations **for ...**

... 10 Years ...

Antonio Silva - Brazil
Clara Mateus - Brazil
Michael Rieger - Germany
Björn Haacker - Germany
Florian Schiegl - Germany
Markus Meirich - Germany
Jingtao Le - Greater China
Nayan Chaudhari - India
Sagar Hongekar - India
Elisa Gallerani - Italy
Muhammad Arif - Pakistan
Ahmet Toprakçi - Turkey
Ahmet Turani - Turkey
Osman Altıntaş - Turkey
Semih Özgeç - Turkey
Tamer Eldek - Turkey
Don Lookhart - US
Bob Blackburn - US

... 15 Years ...

Arijit Dasgupta - India
Gürçan Topci - Turkey
James Canavaciol - US

... 25 Years ...

Rika Kartika - Indonesia
Jordi Jumilla Solà - Spain
Aysun Berkyyer - Turkey
Benan Kaymaz - Turkey

**... of responsible and
loyal cooperation at
Pulcra Chemicals.**



Cookie & Chai **Lottery**

Here you can see the two lucky winners of our Cookie & Chai lottery from the last issue! For both colleagues, the result looks very delicious. **We wish them a lot of fun with the new kitchen helpers!**



The prize a melon and avocado slicer



Diana Kleinlein, Germany



Aline Batalha, Brazil





Pulcra Germany supports war victims in Ukraine

In view of the great need of the civilian population since the beginning of the war in Ukraine, Pulcra GmbH has also become involved in social projects to support those affected in the war zone.

First of all, a one-off cash donation of 500 EUR was handed over to the head of the canteen, Gabi Limbrunner, for the "Food for Ukraine" project, which her acquaintance delivered directly to the war zone.



In addition, 1,500 EUR were transferred to Ukraine Hilfe Lobetal (a member of Diakonisches Werk Berlin-Brandenburg-schlesische Oberlausitz e.V., which also organizes direct food transports to the crisis region).

<https://www.ukrainehilfe.de>

Pulcra GmbH also made donations in kind to regional organizations such as the Geretsried-Wolftrathhauser Tafel: (www.geretsrieder-wolftrathhauser-tafel.de) 160 packages of detergent and 300 bottles of shower gel were donated to incoming refugees, and 140 packages of detergent to the Global Aid Network (www.gain-germany.org), which organizes hygiene and food package transports from central Germany to Ukraine.



Funds for further donations have already been approved, and suitable aid projects are currently being reviewed.

Therefore, all employees who know aid projects worthy of support and confidence are welcome to contact us at: info@pulcrachem.com and present them there. Your suggestions will be reviewed as soon as possible.



SOMMERTIME

Banana mango ice cream

NUTRITIONAL VALUES (PER SERVING)

Energy:	101 kcal / 423 kJ
Fat:	0,5 g
Carbohydrates:	22 g
Protein:	0,50 g
Serving Size:	1170 g

Recipe for 4 persons:

480 g	half ripe bananas
310 g	Mango pieces
155 g	Powdered sugar
150 ml	Lime juice
75 ml	Lemon juice

Peel bananas and allow mango pieces to thaw slightly.

Finely puree all ingredients in a kitchen blender and pour into a bowl.

Freeze banana-mango mixture for 12 hours and then portion according to use.



SNACK

Crisp vegetable salad with vegan "yogurt"

NUTRITIONAL VALUES (PER SERVING)

Energy:	437 kcal / 1829 kJ
Fat:	18,4 g
Carbohydrates:	41 g
Protein:	24,40 g
Serving Size:	360 g

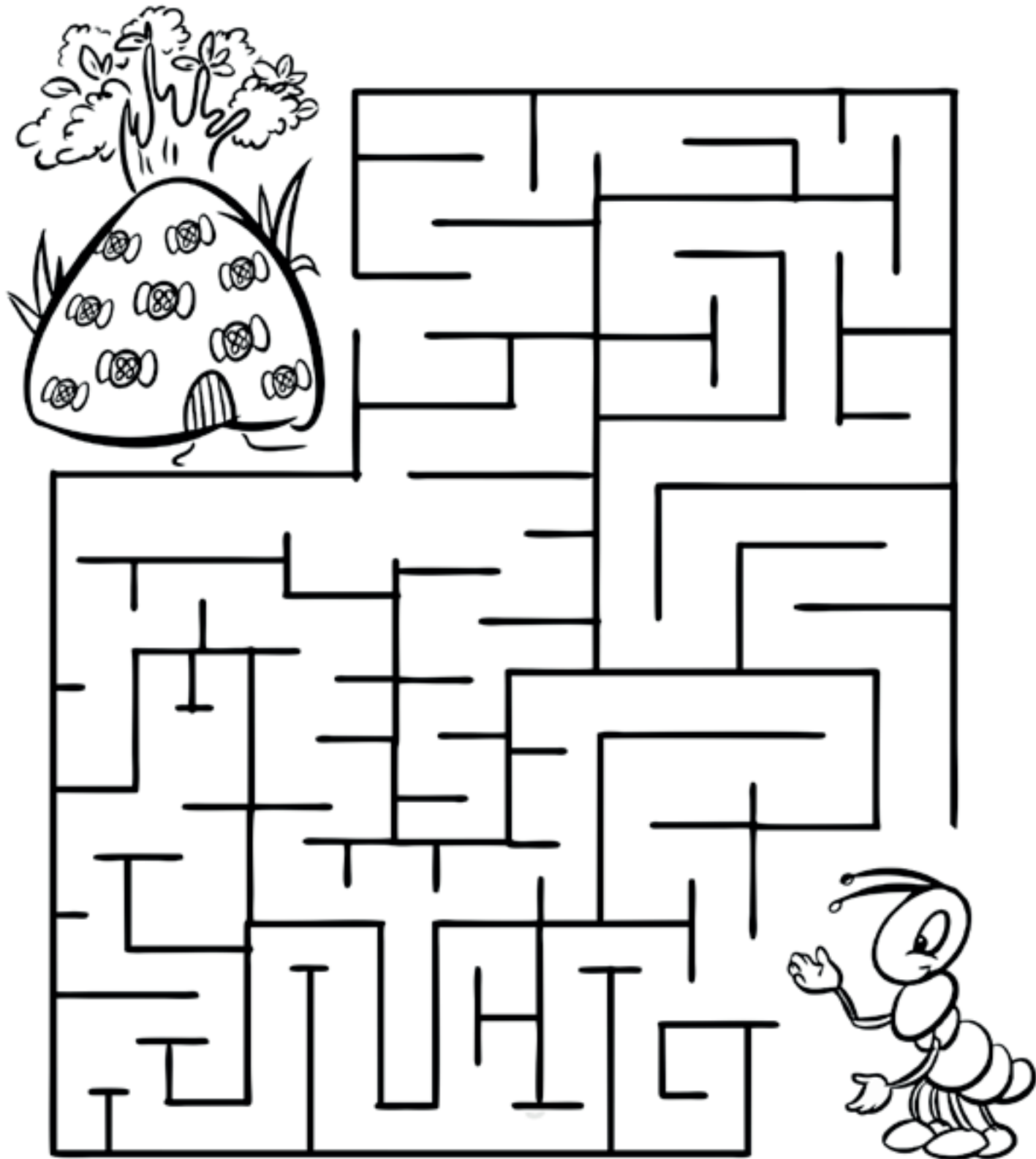
Recipe for 4 persons:

320 g	Romanesco
24 ml	mild olive oil
4 g	Table salt
160 g	red, peeled onions
160 g	red pointed peppers
40 g	Cashews
40 g	Spring onions
120 g	Edamame
240 g	Flatbread
200 g	smoked tofu
120 g	vegan yoghurt
32 g	Romaine Salad

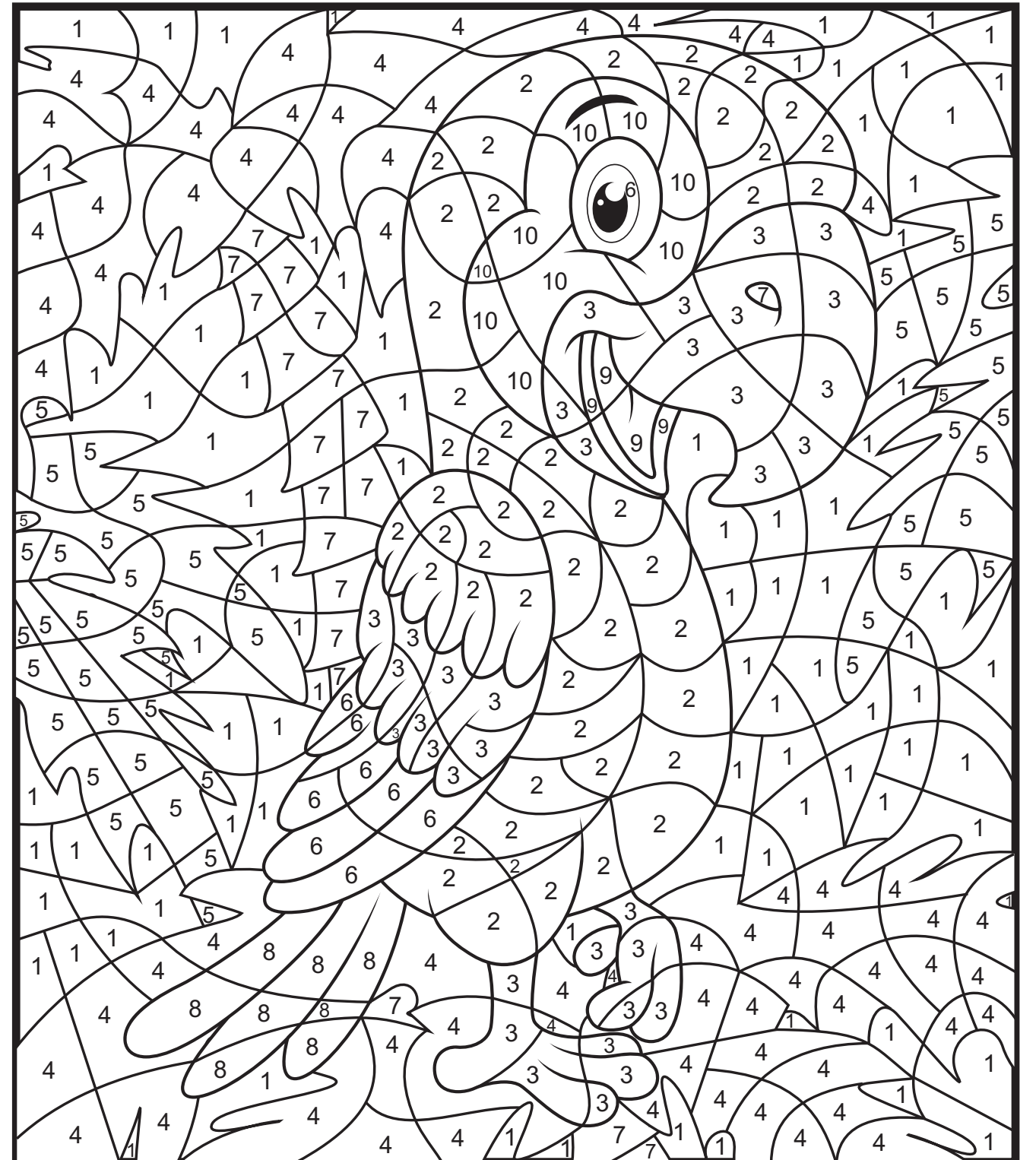
Clean and trim Romanesco, brush with olive oil, salt and bake in oven at 160 °C. Cut red onions into wedges. Remove seeds from peppers and cut into small pieces. Grill onions and peppers. Dry roast cashew nuts. Wash spring onions and cut into rings. Blanch soybeans. Cut pita bread into cubes and toast until crisp. Cut smoked tofu into cubes. Provide vegan yogurt. Clean romaine lettuce and shred to size.



Where is **my Home**?



Painting



We Want to Hear from You

One Pulcra is a collaborative production of Pulcra's Global Human Resources Department and Global Marketing Department. We search every corner of the Pulcra world for people and projects that are making a difference; for interesting opinions, for noteworthy accomplishments, and for new developments in the chemicals business. Our team welcomes your story ideas and photos to be considered for upcoming issues. If you have news about innovations, events, awards, achievements, and employee activities send them to us at rolf.poehlig@pulcrachem.com. We look forward to hearing from you!



Imprint

"One Pulcra", Issue 01/2022,
Published August 2022

Publisher:
Fashion Chemicals GmbH & Co. KG
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Editors:
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Proofreading:
Tiffany Dorsey

Design/Photo Editor:
Melanie Enseling

Photo credit:
Shutterstock, Istock, Chefs Culinar,

"One Pulcra" is published twice a year.

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