

ONE PULCRA



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DEAR COLLEAGUES



I am very pleased to be able to speak to you for my first time in this issue of our magazine. I am gradually working my way into the role of CEO, which I only recently took on – so for the time being, I am trying to fill all positions, both my previous ones and the new one, to the best of my ability.

We are already in active discussions with suitable candidates for the position of the Managing Director in Germany, nevertheless this process will take some time. We do hope to be able to find the right candidates and a final selection for a qualified successor in the coming weeks and months.

We are heading to the end of 2023. It has been again a very challenging year based on the overall market environment (incl. the geopolitical events the world is facing). Since the pandemic outbreak we have been facing quite disruptive conditions. Even though we are not meeting all the expectations we have put to ourselves, we have been able to achieve healthy results.

I would like to take this opportunity to express my sincere thanks to all our Pulcra colleagues around the world for all your efforts and commitment!

We are optimistic that 2024 will start showing a market recovery and our resiliency will help us to improve the business performance over proportionally.

As we are heading to the year end, let all of us look forward to a new year with growth and a whole better market environment.

We do have a few weeks still to go and I wish you and your families all the best for the New Year 2024 !

Yours


Bernd Schalk, CEO



LESS IS MORE – The new trend?

We have reported a lot about artificial intelligence and new techniques and methods from manufacturers and will continue to do so. But you've probably also noticed a whole new trend lately: The trend of simplifying things.

Family was the center of life in the 19th century. People spent quality time together, shared meals, and engaged in meaningful conversations. Today, busy schedules and technology often get in the way of nurturing family bonds. Prioritizing family and relationships over material pursuits can bring us closer to the simple yet profound joys of the past.

So "Back to the roots" is the new desire in an increasingly complex society with almost unlimited possibilities. "Less is more" is a philosophy and powerful concept that suggests that by reducing complexity, clutter, and excess, we can often achieve greater clarity, elegance, efficiency, and well-being in various aspects of life. It encourages us to prioritize what truly matters and avoid the trap of unnecessary excess or complexity.

Today's modern-day megacities, for example, offer numerous opportunities and amenities, but also present unique challenges such as high costs of living, traffic congestion, noise and stress. In response, many residents are finding ways to incorporate elements of simplicity, sustainability and traditional values into their urban lives to improve their quality of life. This trend reflects a broader cultural shift towards a reassessment of the priorities and values that characterize modern city life. Urban Farming and Gardening, Community Building activities, creating Co-Living and Co-Working Spaces or a growing interest in supporting local businesses and artisans are just some of the responses to this matter.

In general the key aspects of the "less is more" philosophy should enable us to achieve more elegant and refined results. This can apply to design, fashion, or even personal habits and choices. Reducing complexity and focus on the essentials also leads to increased efficiency, improved concentration and productivity. Emphasizing quality over quantity or reducing consumption and waste aligns with sustainable practices. By focusing on what truly matters, individuals can find more fulfillment and happiness. Applying "less is more" to time management means prioritizing tasks and commitments, focusing on the most important ones, and avoiding over-commitment or multitasking.

The desire for a return to simpler times, even in an era of technological advancement, can be attributed to several inter-related factors such as an information overload in our digital age, ongoing technostress and the need to constantly adapt to new devices and software. Many of us feel a noticeable disconnection from nature, therefore the demand for more authenticity and the fighting against a growing social isolation despite our hyper-connectivity are more than logical. We all feel and see the results of our overconsumption and materialism, and not least a romanticized vision of the past is seen now as a refuge from the complexities and uncertainties of our present.

The desire for a return to simpler and more traditional ways of living has gained popularity among various generations, including the young generation. This trend now is often referred to as "neo-traditionalism" or "retro-revivalism." While it's not limited to any specific age group, several factors have made it particularly appealing to younger generations:

Digital Fatigue:

Younger generations have grown up in a world saturated with technology. They are often the most connected and tech-savvy, but this constant connectivity for some leads to a digital fatigue. As a result, many young people seek ways to disconnect and try hard to find balance in their lives.

Environmental Concerns:

Younger generations are often at the forefront of environmental and sustainability movements, as they will feel the environmental impact longer and harder than previous generations. They are therefore often more attracted to traditional and sustainable practices such as minimalism, organic farming and waste reduction in order to live in harmony with the planet.

Social and Communal Values:

There's a growing interest in building strong communities and fostering face-to-face relationships. Younger generations, in particular, are exploring intentional communities, co-housing arrangements, and communal living as alternatives to the isolation of modern urban life.

In brief: The increasing complexity and pace of modern life can be exhausting!

Maybe that's why more than one former high-paid manager has broken out of his life in the fast lane, quit everything and given away every property in order to devote himself to the very simple life in the here and now as a monk or farmer. Those who have all the options in the world sometimes choose the literally simple.

But just now there is an urgent need for all of us to be more careful and less wasteful with the resources available to us, to focus more on the essentials. Sufficient guides such as "Simplify your life" and similar are not new on the market and try to help us to mentally and physically declutter.

While 200 years ago no one could have imagined that people would one day fly as a matter of course, some of us today would like to humbly return to reality and leave the maxim "higher, faster, further" far behind on the ground.

Article: Cornelia Peik





Products that have made our company great for many years are still contributing to **Pulcra's success today.**

When Melanie and I discussed this edition of the One Pulcra magazine, it was easy to think of several products from both our Textile SBU and Fiber SBU that are considered legacy products that have contributed our company's success for many years. Let's start with some key products from our Fiber team with articles written by Leighton Daniels, Randy Petrea, and Kim Monson. This will be followed by a highlight of two Textile products that are part of Pulcra's legacy as well.

Legacy of **STANTEX® 7022** for the manufacturing of airbags for automotive safety.



We must go back to the early 1990's to find the beginnings of STANTEX® 7022 which was a development within the Henkel-Emery organization. At the time, DuPont was looking for a lubricant with a low titer point to remain liquid in the water used for water-jet weaving. The lubricant also had to be thermally stable for Industrial PA66 fiber processing – enter, STANTEX® 7022. Since the introduction into a new spin finish for this DuPont business (which is now Invista), STANTEX® 7022 has remained a key material for the product line of Pulcra USA.

The primary fiber application is airbag fiber which highlights Pulcra's involvement in the safety of automobile drivers and passengers around the globe. STANTEX® 7022 has proven to be more versatile though, as it is used in spin finish formulations for PA66 bulk continuous filament (BCF) carpet fiber and in spin finish for PA66 apparel and tactical fibers as well.

Pulcra USA is in a development project with a company looking to incorporate STANTEX® 7022 into a formulation for application outside of the textile market. The key contact for this project was involved in the development of STANTEX® 7022 from the DuPont side of the work, so the familiarity with the product and its physical characteristics are driving the interest to use it. This is certainly a very exciting opportunity!

The significance of STANTEX® 7022 for Pulcra's business is heightened even more since it is produced in the High-Temperature Reactor (HTR) at Pulcra USA! A version of this product is also made in Pulcra Germany – STANTEX® K 7022 – which speaks to the importance to Pulcra to have another site able to support the manufacturing of this product.

In 2023, Pulcra will sell over 900 MT of products using 7022 as the base chemistry. This results in over 500 MT of STANTEX® 7022 produced and incorporated in spin finishes.

Article: Leighton Daniels



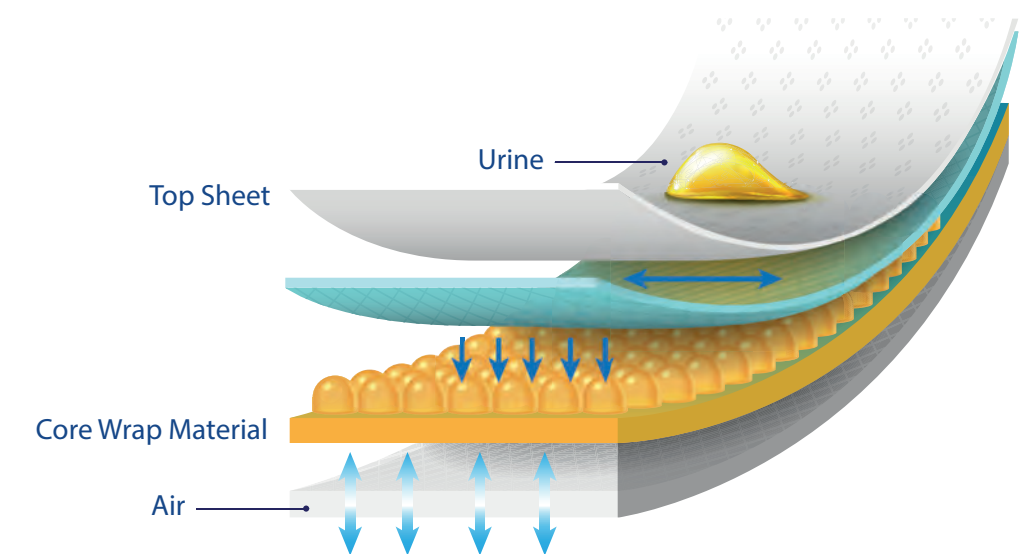
Stantex® S 6327 – Pulcra Legacy Products



Since 2018, the product that has had the highest impact on sales revenue in the nonwoven area has been STANTEX® S 6327. In fact, if I were asked to select our most valuable product and give out an MVP Award, it would go to the STANTEX® S 6327. If you or a loved one have purchased diapers over the last 20 years, then the 6327 has most likely touched your life in a positive way. This product has been the workhorse surfactant for diaper Coverstock made with spunbond polypropylene since the early 2000s.

STANTEX® S 6327 was developed over 20 years ago and was chosen by Procter & Gamble to be one of the only products that could be used to deliver hydrophilicity to their diapers. STANTEX® S 6327 is also known as a durable surfactant. That means that diaper fabric treated with STANTEX® S 6327 stays hydrophilic after multiple liquid insults. The diaper Coverstock is the layer of a baby diaper that is in direct contact with the baby's skin. For health benefits, the skin of the baby needs to remain dry after urination, also referred to as a liquid insult. Often, it can be difficult for a young child or infant to immediately notify a parent or caretaker there's a problem before the diaper is checked for wetness. The layer closest to the infant must be able to transfer multiple insults away from the baby's skin to a lower area in the diaper where the liquid soaks into the absorbent core. In other words, STANTEX® S 6327 is a premium durable surfactant that performs through to multiple strikethroughs.

Other than the durability of STANTEX® S 6327, the other feature that makes STANTEX® S 6327 the premier hydrophilic surfactant for diaper Coverstock is the low rewet properties. The benefit of low rewet is that once the liquid insult passes through the top layer, the liquid does not return to the surface of the diaper closest to the baby's skin. Any excess moisture



next to the baby's skin creates conditions that can create rash and discomfort. Procter & Gamble realized that STANTEX® S 6327 helped mitigate the excess moisture in their diapers.

For product consistency and quality, Pulcra Germany manufactures the STANTEX® S 6327, which is then shipped to Pulcra locations and customers across the globe. For product performance, STANTEX® S 6327 has been keeping babies' bottoms dry for well over two decades and continues to be the product of choice for P&G.

Article: Randy Petrea



Pulcra Legacy **Fiberglass Additives – KATAX® 6760L**

Pulcra Chemicals continues to be a key supplier of additives used as surfactants, lubricants, and antistats in fiberglass reinforcements used for composite moldings. One important product, KATAX® 6760L, was first introduced in the early 1970s,



a property of bridging the microcracks on the fiber surface that from the extremely rapid cooling of the molten glass as the fibers are drawn and quenched. This results in an approximate 10% improvement in fiber strength. As a result, Katax 6760L is widely used in fiberglass reinforcements where high strength is needed, such as wind turbine blades used in wind energy production. Katax 6760L is used by all the world's largest fiberglass reinforcement producers for reinforcements used in wind turbines.

The wind energy market is growing globally at > 9%, the fastest growth rate in the composites market. Global sales of fiberglass for wind energy are currently about 1 million tons (1 billion kg) per year. 80% of the fiberglass used for wind energy is produced in China. US wind energy capacity has increased 4X over the past 10 years.

In early 2019, Siemens Gamesa Renewable Energy (SGRE, Zamudio, Spain) launched the company's first 10+ megawatt offshore wind turbine. It features 94-meter-long blades – each the same length as a soccer field. GE Renewable Energy is developing a 12 megawatt wind turbine, with blade length 107 meters.

and has historically accounted for a major part of Pulcra's revenue in the fiberglass market segment. Katax 6760L is a special lubricant with a unique property of cationic attraction to the negatively charged surface of glass fibers. This results in excellent protection against abrasion of the brittle glass fibers, even when used in sizing at a very low level. In addition, it has



Article: Kim Monson



Textile Legacy products: **SYNTERGENT APW & SECURON® 540**



In 1998, Pulcra sold very little product to a Textile company in Trion, GA called Mount Vernon Mills. By the year 2015, MV Mills had become Pulcra's fourth largest customer for our global Textile business segment. This was in large part because of a couple of key products like SYNTERGENT APW and SECURON® 540. Although their business was impacted dramatically by the pandemic in 2020, they are on the mend and continue to purchase SYNTERGENT APW as well as SECURON® 540. Mount Vernon's primary market is for industrial uniforms and workwear as seen in the picture above.

These two products have been used over the years by West Point Home, Springs Industries, 1888 Mills, Texhong Winnitex, MF&H Textiles, and many others.

SYNTERGENT APW is an effective low-foam scouring agent and penetrant designed for use on natural and synthetic fibers and blends. An extremely versatile product, SYNTERGENT APW provides detergency, emulsification, and wetting properties when used in preparation, dyeing and finishing. Production trials in the plants listed were successful against Huntsman, Dexter Chemical, Clariant, and CHT. The production associates would test for the removal of mill oil taken from the weaving operation and often a major problem left on the substrate after preparation. The plant operators would write the name of each company on the woven fabric and then prepare the good using the various bleaching systems. All names were

completely removed from the fabric samples when bleached with SYNTERGENT APW. It continues to outperform the competition to this day. We are currently working Pulcra Germany to help the APW be more price competitive. It's the highest quality product, but at 60% active, it's can run into cost challenges.

A second legacy product for Pulcra globally is our SECURON® 540. It is a highly effective and versatile product. In alkaline bleach baths containing sodium silicate, it is designed specifically to prevent the formation of silicate scale on preparation of the equipment. In addition, SECURON® 540 inhibits the formation of insoluble fats and waxes from the cotton and prevents their precipitation on the goods. It's also an excellent free rinsing aid. It promotes complete removal of silicate and bleach degradation products during rinsing. The most interesting feature was discovered by Mount Vernon Mills for their uniform and military apparel. When they use the SECURON® 540 after dyeing to remove unfixed dyes, the water repellent and FR treatments perform better due to the cleanliness of the fabric. With the challenges of non-PFAS based water repellents, this should be an attractive advantage to many of our customers. While it the first new product I sold after joining the company in February of 1998, it continues to be a successful legacy product for our organization.

Article: Carey Griffin



TRADE FAIR – ITMA, Milano

Over 1,700 international exhibitors from 47 countries were booked to attend the 19th ITMA in Milan with the motto "Transforming the World of Textile." The fair promises to showcase the forefront of innovation in the industry. Sustainability and the circular economy centered the innovations and conversations at ITMA 2023, with Pulcra Chemicals and Devan teams presenting on 120 m² booth their latest product innovations and also innovations across the whole value chain of textile and fiber technology fabrication to visitors over a seven day period. With an overwhelming response, the exhibition was attended by a diverse and enthusiastic visitorship of over 111,000 from 143 countries. The top six visitor arrival countries are Italy (29%), followed by Turkey, India and Germany (6% each), France (4%) and Brazil (3%).

At the exhibition, Pulcra Chemicals, together with Inditex, presented "Sustineri Coloring", an innovative dyeing process for cotton and polyester/cotton that reduces water consumption by up to 80% and also guarantees time and energy savings. The next ITMA will be held in Hanover, Germany, in September 2027.

For more information read the ITMA Report



ITMA 2023



AN INNOVATIVE DYEING TECHNOLOGY



The fashion industry has a huge impact on the global environment. In the textile production chain, the dyeing process is considered to have one of the largest impacts due to its intensive use of water and energy. There is an urgent need to find ways to save resources and reduce CO₂ footprint.

Sustineri Coloring is focused on shorter processing time and less use of water and energy. It is based on newly engineered process chemicals, with multifunctional wetting, emulsifying and dispersing capacities, which allow a one bath pretreatment and dyeing process for dark, medium and light shades of cotton and polyester/cotton fabrics by exhaust method.

Sustineri Coloring is the outcome of an ongoing collaboration between Inditex and Pulcra Chemicals to develop new products and processes to address the textile industry challenges.

You can find more information in the brochure. [Click here!](#)



KEY BENEFITS:

- Pretreatment and dyeing in one bath
- No machinery investment required
- Water, time and energy reduction
- Lower CO₂ footprint due to less energy consumption
- Gentler process conditions
- Shorter manufacturing process time
- Effluent reduction



DEVAN - NEWS

From Brazil to Portugal – Employee success story

In the last “One Pulcra magazine” we were happy to share the story of Lorena Camargo who moved from Pulcra Mexico to Pulcra Spain. Today, we are thrilled to share another win-win case with you. Devan Portugal was looking for an experienced lab technician to join their team. While Aline Santos, a former Pulcra Brazil employee who emigrated with her family to Portugal last year, was looking for a new challenge.

When the vacancy was published, Aline applied. Although there were a lot of candidates for the job, Aline was the one who stood out. She had the experience and qualities we were looking for. We also really liked her character and enthusiasm. With a bachelors degree in chemical engineering and more than 10 years of experience at Pulcra Brazil, Aline is not only an asset to the team, but also a great example of our One Pulcra – Devan story.

Aline is well-acquainted with our company's culture, vision, and technology landscape. That makes her an ideal fit for this role.



Hi Aline, we are happy to have you back on board. We would like to ask you a few questions.

How did you start at Pulcra back in the days?

What attracted you to our company?

I started at Pulcra while I was still studying a technical course in chemistry, as an intern in the textile application laboratory. I was doing an internship in a small household sanitary products industry before, but when I found out about the vacancy I applied immediately because it was a multinational, a leader in the development and manufacture of chemical products for textiles, leather and fiber. A specialist in the customization sector for each client, which invests in employee development, with good benefits and a very collaborative and pleasant work environment, in addition to the possibility of career growth. I was very happy to be selected and I did my best to take advantage of this opportunity.

In which business units did you work?

And what were your main functions?

As an intern I had the opportunity to participate in the young talents program and present a project at the end of the internship that provided me with great personal and profes-

sional development with the management of my time and autonomy to reconcile day-to-day work and the project developed in parallel, as well as the responsibility of presenting to managers, which was very important for my ability to communicate and adapt. After completing the internship, I was hired as a development and application technician in the textile area, where I had the opportunity to learn all the processes in the textile chain and evaluate products from yarn topping, fabric preparation, dyeing, special finishes in different processes, such as impregnation, exhaustion, coating, among others. In addition to assisting in some new product development projects, reducing costs, reducing temperature and process time and comparing competing products. While I was working, I pursued my degree as Chemical Engineering and after graduating I was promoted to Development and Application Engineer. With more responsibilities in the application lab, I coordinated the team of interns, provided internal training on application processes developed at Pulcra Brazil that became a reference for other branches, as well as technical visits to customers to solve problems and implement new technologies.

How did you find out about the vacancy at Devan Portugal?

As it was already an objective to continue in the textile sector when I decided to move to Portugal, I looked for an opportunity at Devan but at the moment there was no vacancy available. When the vacancy was posted, Ricardo Costa, a colleague from Devan Portugal notified me via LinkedIn, as well as other colleagues from Brazil, as my knowledge and experience would be an advantage for both parties. I had great support from my superiors in Brazil, such as Clara Guimarães and Sérgio Ulises providing my qualifications. As it was an opportunity to continue my journey within the Pulcra family, I realized it was a great option for me.

How was your incorporation into the team?

I was very well received by the team in Portugal as well as by colleagues from Belgium and the United Kingdom. Everyone was very friendly and welcoming.

What do you like to do in your free time?

I like traveling and seeing new places, enjoying quality time with my husband Geovane, walking with my dog Bruce and watching films and series.

What is your favorite food?

As a good Brazilian, I love barbecue, but my passion is Japanese food.

What is your favorite movie?

With the pandemic, staying at home watching movies and series has become a habit. I like several genres such as suspense, action, horror and comedy, but the film that won my heart was Marley and Me - Life and Love with the World's Worst Dog.

Thank you very much for your time to answer these questions. It's a pleasure to get to know you better. We wish you much success in your new role! The Devan-Pulcra team



PERFORMANCE DAYS 4. & 5. Oct – Munich



Making a strong presence at PERFORMANCE DAYS in Munich, one of the most important trade fairs for the sport, outdoor performance apparel sector.

On 4 and 5 October, Devan was present at the Performance Days in Munich, a sourcing fair for functional fabrics & accessories for sportswear, workwear, sportive fashion and athleisure collections. Exhibiting at this fair is an opportunity to meet with international brand decision makers at the perfect time to present our solutions and cultivate enduring relationships. It is important to note that this fair is attended by the innovation and R&D leaders of many of the leading sports and outdoor brands globally.

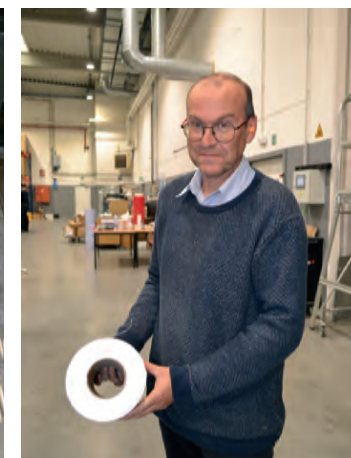


The fair was attended by 2,625 visitors, down slightly on the March fair which saw 2,685 visitors. This small decline in visitor numbers may have been down to the fact that it was the week following Oktoberfest and hotel and flight prices remained somewhat inflated, combined with the fact that it was a German national holiday on the Monday and Tuesday of the week.

The number of brands exhibiting however, had increased from 283 in March, to 436. This increase was partly due to another half hall being added to the fair, in which there was a designated footwear area. Devan plans to participate in the trade show in March 2024 again.

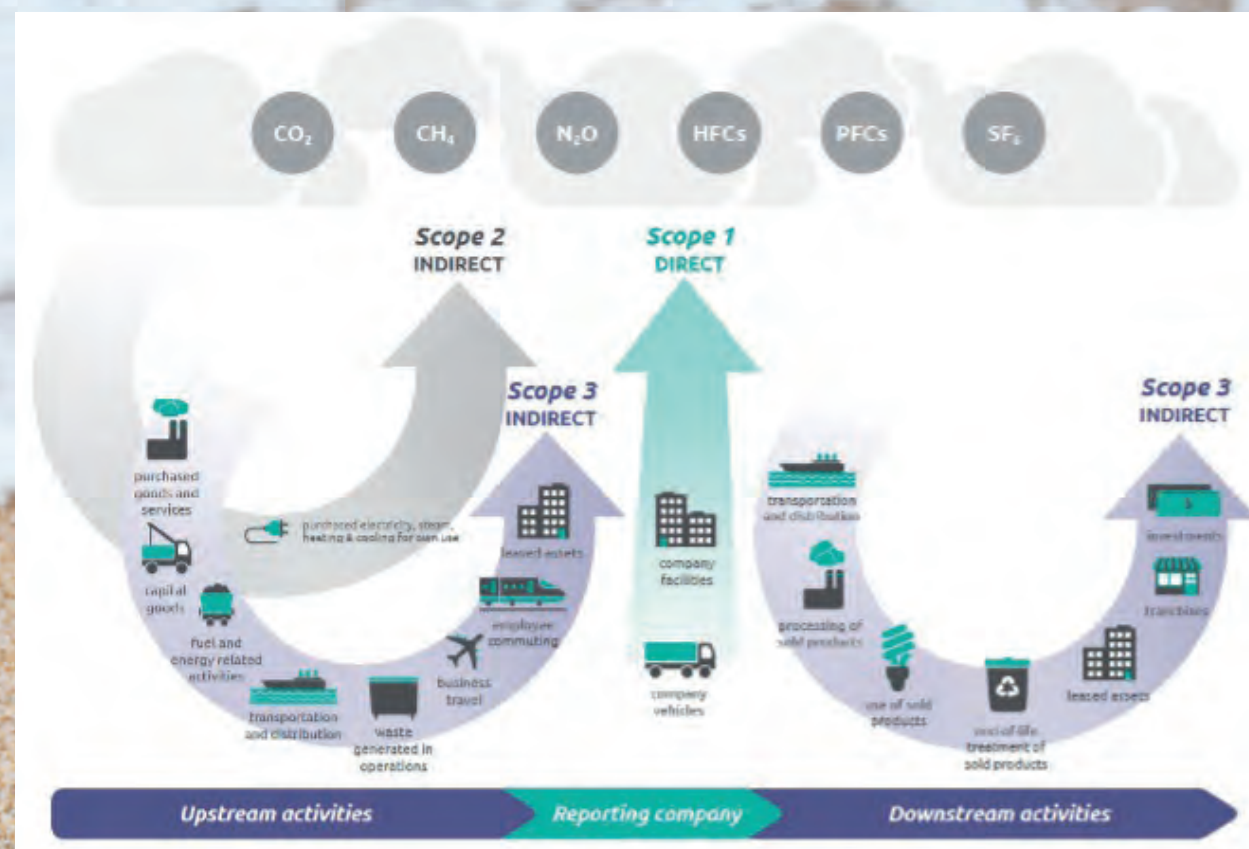
10 years SPINMASTER!

We are celebrating an anniversary!! SPINMASTER Pilot line is in operation for 10 years! With the creation of SPINMASTER, Centexbel and Devan Chemicals have installed a high performance and uniquely configured multifilament pilot line for research and product development.





Reducing Pulcra's Carbon Footprint: A Commitment to Environmental Responsibility



Climate change is a pressing global concern that has become increasingly prominent on the world's agenda. Since 1880, average global temperatures have risen by approximately 1.2°C, with a more substantial increase in the late 20th century. The concentration of atmospheric CO₂, the most prominent greenhouse gas (GHG), has reached unprecedented

levels. Scientific consensus attributes this warming to human activities, resulting in significant changes across the Earth's atmosphere, oceans, cryosphere, and biosphere. These changes have led to a fivefold increase in weather, climate, and water-related disasters over the past 50 years, resulting in tragic loss of life and material damage.

How can a company like Pulcra/Devan contribute to the fight against ongoing climate change?

To provide a holistic answer, we must understand the various factors that influence Pulcra's greenhouse gas (GHG) emissions and where these emissions originate.

The GHG emissions of any industrial activity is normally assessed using the so-called GHG protocol. The emissions fall into three main categories:

Scope 1 Emissions:

These are direct emissions originating from our production processes. They include emissions from the combustion of gas or oil for heating, steam generation, and fuel for forklifts. Calculating Scope 1 emissions is straightforward, as we know the quantities of gas and oil purchased, along with conversion factors for these fuels to estimate CO₂ equivalents.

Scope 2 Emissions:

These are indirect emissions for providing energy for our processes, whereby the emission is not created within the borders of our sites. For example, the electricity used to power our processes and facilities can have associated emissions, especially when generated using fossil fuels. By selecting cleaner energy sources and improving energy efficiency, we can reduce Scope 2 emissions. At Pulcra, our commitment to using green energy, such as 100% green energy in Pulcra Spain, is a significant step in achieving zero emissions within this scope. A peculiarity at many Pulcra sites is the procurement of steam or electric power from BASF sites. In these instances, the emissions generated during steam or electric power production are also considered indirect, falling under scope 2 emissions.

Scope 3 Emissions:

These encompass all other, upstream or downstream indirect emissions linked to the production process, including emissions from purchased goods and services (raw materials), transportation, and product end-use. Latest estimations show that for a chemical company like Pulcra, Scope 3 emissions constitute far more than 90% of our carbon footprint, with more than 80% attributed to raw materials. These emissions are very challenging to quantify because data on the raw materials' emissions are not readily available.

Thus, reducing the carbon footprint of raw materials is a pivotal step in improving our overall emissions balance. This is why Pulcra is dedicated to the Pulcra Naturalis® initiative, a product portfolio that includes a minimum of 80% renewable, bio-based carbon. Notably, our production lines already incorporate a substantial amount of bio-based raw materials, with examples being 32% for Pulcra Germany and over 50% for Pulcra Spain. Bio-based chemicals have a significantly lower carbon footprint because the plants they are derived from act as carbon sinks, absorbing CO₂ rather than contributing to its increase.

There is another initiative, Pulcra/Devan is committed to – to better quantifying Scope 1 and Scope 2 emissions across our global sites. In the near future, we will contact all our sites to establish a scheme for accurately calculating these emissions. This initiative will shed light on the most significant areas for improvement and emissions reduction.

Environmental protection is integral to Pulcra Chemical/Devan's core values, and we view climate action as a pivotal aspect of sustainable development. By gaining a deeper understanding of the impacts of our processes on our carbon footprint, we take a crucial step towards minimizing our climate impact.

In conclusion, Pulcra recognizes its role in addressing climate change and is actively working to reduce its carbon footprint through various initiatives and a commitment to sustainability. By focusing on Scope 3 emissions and fostering the use of bio-based raw materials, Pulcra is taking significant steps to mitigate its impact on the environment and contribute to a more sustainable future.



Teambuilding **Pulcra Spain**

On 7 July 2023, the Pulcra ES team held an outdoor day at Can Bonastre, a beautiful location away from civilisation and at the foot of the Montserrat mountain.

Our affiliate in Spain has been doing this practice since 2022: the entire Pulcra ES team meets in a different environment, outside the confines of the factory, to share both knowledge and positive experiences.

The aim of this day is to share the general results of the company and the business units (market trends, customers, competition, etc.). It is also an opportunity for colleagues to share projects and know-how.

"We strongly believe that it is important that our people, who are our most valuable resource, are informed about Pulcra's day-to-day business so that they feel part of the company and are aware that their efforts and commitment count." says HR.

And as a symbol of the word TEAM, that day they lived a unique experience. They became Castellers. Castellers are human towers that have been built for over two hundred years as part of traditional Catalan culture and that UNESCO declared Intangible Cultural Heritage of Humanity in 2010.

Each castle is the result of universal values such as teamwork, solidarity, self-improvement, a sense of belonging and the integration of people of all ages, origins, races and social conditions.

Once again, they prove to themselves that we can achieve whatever they set their minds to, with the effort of all of them, and by adding up.

Last year they took the risk with Batukada, this year Castellers, what's next?





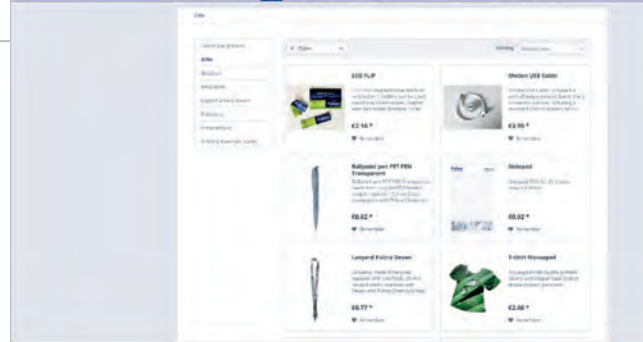
Marketing News – Webshop

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

Free products of PULCRA and DEVAN like logos, images, brochures and presentations 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!

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.



Retirements, Promotions & Hires



NEW HIRES

Let's send a proud Devan welcome to new hires from around the world, who came on board on 2023. They're joining a great team!

Roberto Teixeira

CTO

Devan Micropolis SA

Aline Santos

Technical Support

Devan Micropolis SA

Congratulations for ...

... 5 Years ...

Thibault De Bock, Devan Chemicals NV (BE)

Sofie Depluvere, Devan Chemicals NV (BE)

... 10 Years ...

Katia Flamand, Devan International Group NV (BE)

... 15 Years ...

Laurent Cabaraux, Devan Chemicals NV (BE)

... 25 Years ...

Dirk Luyckx, Devan Chemicals NV (BE)

... of responsible and loyal cooperation at Devan Chemicals.



Retirements, Promotions & Hires



RETIREEES

Our fond memories and best wishes abide with the following Pulcra and Fashion employees who began retirement journeys during the second half of 2023.

Poppy Yanti

Textile Finishing & Softening Sales Manager
Indonesia

Erich Holzer

Production Worker
Germany

Stefan Siegenführ

Leather Country Sales Manager
Germany

Dehui Zhao

Operator
Greater China

Erkan Özyilmaz

Shift Supervisor
Turkey

Salih Bilgiç

Production Worker
Turkey

Ibrahim Saygi

Shift Supervisor
Turkey

Ahmet Toprakçi

Logistics Worker
Turkey



PROMOTIONS

New challenges and rewards await these employees who advanced in their careers within the company between July and December 2023.

Hasan Aksoy

Shift Supervisor
Turkey

Oner Sever

Shift Supervisor
Turkey

Simon Neifer

Leather Country Sales Manager
Germany

Patricia Kappel

Commercial Coordinator
Brazil

Silvaldo Nobre Gonçalves

Textile and Fiber Technology Manager
Brazil

Ana Paula Pujol

Tax Coordinator
Brazil



NEW HIRES

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

Oliver Gerlach

Global Head of Strategic Projects
Fashion

Benedikt Schemmel

Customer Service Logistics &
Customs Management Manager
Germany

Lukas Lojewski

HR Apprentice
Germany

Johannes Ludwig

HR Apprentice
Germany

Victoria Nikesin

HR Apprentice
Germany

Leposava Raskovic

Specialist Product Safety & Regulations
Germany

Ye Luo

Lab Chemist
Greater China

Jay Liu

Lab Supervisor
Greater China

Jessie Sun

Purchasing Specialist
Greater China

Daisy Duan

Lab Chemist
Greater China

Xiongwei Miao

Technical Service Engineer
Greater China

Irene Xu

Business Coordination & Product Supervisor
Greater China

Celine Huang

Managing Director Greater China
China

Kuruma Malkappa

Assistant R&D Manager
India

Fabrizio Carpanese

Textile Technical Sale
Italy

Muhammad Inziam Ul Haq

R&D Specialist
Pakistan

Lara González Lagunas

SHEQ Admin
Spain

Hulde Eroğlu

Purchasing Specialist
Turkey

Metin Karaca

Export Specialist
Turkey

Sinem Yılmaz

Customer Service Specialist
Turkey

Sercan Bakır

Electrical Maintenance Technician
Turkey

Emrah Yıldırım

Health Officer
Turkey

Burak Şencan

Production Worker
Turkey

Sophie Klein-Peak

Synthesis & Analytical Manager
USA



Congratulations **for ...**

... 1 Year ...

Abu Taher Mia, Bangladesh
 Diego Teixeira, Brazil
 Thomas Bremer, Fashion
 Mitja Pessenbacher, Germany
 Emily Seinecke, Germany
 Abdullah Selmani, Germany
 Stefan Gerdt, Germany
 Anson Zhu, Greater China
 Jade Ji, Greater China
 Suli Ji, Greater China
 Junquan Wu, Greater China
 Chunhui Zheng, Greater China
 Jim Jin, Greater China
 Chris Jin, Greater China
 Ruiyang Dong, Greater China
 Suri Liu, Greater China
 Song Xu, Greater China
 Shirlyn Gu, Greater China
 Estelle Zheng, Greater China
 Jitesh Kedar, India
 Reena Tailor, India
 Shivaji Bhattacharya, India
 Yayat Hidayat, Indonesia
 Marco Repele, Italy
 Alain Briones, Mexico
 Obaid Sardar, Pakistan
 Rehan Qureshi, Pakistan
 Javaid Nabi, Pakistan
 Thais Sanchez, Spain
 Abdullah İkiz, Turkey
 İrem Pelvan, Turkey
 Kemal Coxa, Turkey
 Meryem Bahar Yazici, Turkey
 Mestan Çakır, Turkey
 Murat Demirel, Turkey
 Nurhayat Erdem, Turkey
 Turan Eren Gül, Turkey
 Ra'Gene Johnson, USA
 Alisa Wall, USA
 Rachel Gilfillan, USA

... 5 Years ...

Md. Zahid Hossain, Bangladesh
 Marcelo Guimaraes, Brazil
 Pablo Mota, Brazil
 Julian Sachs, Fashion
 Alexander Banse, Germany
 Nathalie Lachaize, Germany
 Vitali Bormotin, Germany
 Ebru Nayir, Germany
 Jiaping Zhu, Greater China
 Rachel Shen, Greater China
 Chao Zhu, Greater China
 Judy Shen, Greater China
 Cindy Jing, Greater China
 Adit Syahputra, Indonesia
 Muhammad Faisal Reza Ardiansyah, Indonesia
 Sony Yanuar, Indonesia
 Syefri Hilman, Indonesia
 Vittoria Giacomini, Italy
 Luis Sanchez, Mexico
 Raheel Bashir, Pakistan
 Zain Ul Abidin, Pakistan
 Sohail Anwar, Pakistan
 Cemil Bek, Turkey
 Ahmet Serdar Ergon, Turkey
 Yücel Karakuş, Turkey
 Danielle Martin, USA
 Eiche Gardner, USA
 Tamara Hernandez, USA
 Akemi Watson, USA

... 10 Years ...

Md. Azmal Hossain, Bangladesh
 Michael Bauer, Germany
 Christian Bichlmeier, Germany
 Kevin Rehmann, Germany
 Juliya Nikolova, Germany
 Monika Dyck, Germany
 Vitalij Heidt, Germany
 Florian Hofberger, Germany
 Alex Ye, Greater China
 Xin Jin, Greater China
 Ping Huang, Greater China
 Ming Gu, Greater China
 Emil Suhertan, Indonesia
 Fahmi Idris, Indonesia
 Saini Zailani, Indonesia
 Tuti Komariah, Indonesia
 Liaqat Ali, Pakistan
 Nilgün Ulu, Turkey
 Timothy Linsz, USA

... 15 Years ...

Mauricio Freitas, Brazil
 Jörg Ohmann, Germany
 Yongzhou Hou, Greater China
 Rebeca Arnedo, Spain
 Mehmet Varol Alp, Turkey
 Lisa Rumph, USA
 Kimberly Cloyd, USA

... 20 Years ...

Sally Song, Greater China
 Yuqing Wang, Greater China
 Rajendra Shinde, India
 Michele Cipolletta, Italy

... 25 Years ...

Lisyani Afiani, Indonesia

... 30 Years ...

Salih Oğul, Turkey
 Deanna Wainscott, USA

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



Interview with Roberto Teixeira



Roberto Teixeira re-joined Devan Group as Chief Technology Officer in August 2023. Roberto is based at Devan Portugal.

Would you please share with our readers a little bit of your life and business experience before joining Pulcra?

I consider myself a person with a deep passion for travel, cultural exploration, and a love for sports (especially football). Professionally I have accumulated a diverse range of career experiences within chemical-related industries. Before venturing 10 years abroad, I gained valuable experience working in a chemical company focused on foam production in Portugal. During my time abroad, I had the privilege of living in England, Belgium, and spending a brief period in Germany, where I not only furthered my professional journey but also indulged myself in various cultures. My academic journey led me to achieve a Ph.D. in Polymer Chemistry from Warwick University (UK). Later, I moved to Belgium and worked in different microencapsulation related projects before joining Devan Belgium as project manager. Later I moved to the role of R&D Manager. In 2018, I made the decision to return to Portugal, where I continued to make professional developments by contributing my expertise to Devan Portugal for a two-year tenure. My career then took a turn as I embraced a new challenge by assuming the role of R&D Director at Amorim Cork Flooring, a globally recognized leader in cork-based products. I am thrilled to rejoin this wonderful team and embrace the exciting challenge of becoming Devan's CTO. I am eager to contribute to the overall growth of the organization.

How do you think your experiences will benefit the Pulcra team?

My career experiences within various chemical-related industries provide me with a broad knowledge base and practical expertise. Furthermore, my Ph.D. in Polymer Chemistry underscores my knowledge of polymers, a field I'm particularly passionate about. This expertise allows me to drive innovation and advance research and development projects. Living and working in different countries has given me a more global perspective and an understanding of different markets and cultures. This international exposure equips me to contribute effectively to the company's global operations.

What is your preferred communication style or channel (e.g., email, chat, in-person)?

I believe that combining all three – email, chat, and in-person communication – can often be the most effective way to meet different needs and adapt to evolving human interactions.

What are the the most significant challenges you face in your new important role?

The most significant challenge I foresee is effectively addressing a rapidly changing world marked by numerous events. While these changes present opportunities for innovation, they also pose substantial challenges. The complexity of these issues means that various factors can influence the outcomes, making it both an opportunity and a challenge.

The primary challenge lies in ensuring that our efforts drive not just innovation but also tangible, measurable results that positively contribute to the company's future success. We aim to align our innovations with our responsibility to our planet, and our success will be measured by the concrete positive impacts we make.

In your new function, the global collaboration will be very close. What would you like to share with your colleagues all around the world about your family, your interests and involvements outside of work?

I have two wonderful children. They constantly remind me of the importance of balance in life and the value of family. Professionally, I'm truly passionate about global collaboration. Working with colleagues from different parts of the world enriches our perspectives and brings a wealth of diverse experiences to the table. Outside of work, my interests are quite diverse. I'm a sports enthusiast, and I love spending time in nature.

Interview with Oliver Gerlach

Oliver Gerlach joined Pulcra Group in September 2023 as Global Head of Strategic Projects. He is located at Pulcra Geretsried.

Would you please share with our readers a little bit of your life and business experience before joining Pulcra?

I grew up in the southern part of Germany, only half an hour drive from Geretsried. I graduated in Business Administration in Osnabrück and in addition as Marketing Business Economist at the University of Cooperative Education in Munich. My first job as Sales Rep in the Paper Industry gave me the opportunity to live in several locations in Germany, before I joined Dr. Boehme in 1997. That was my entry into Textile Chemicals and for the first five years, I had my office at Boehme headquarters in Geretsried, today's Pulcra site. In 2003 I accepted the offer from Boehme as Marketing Manager for Asia and relocated with my family to Bangkok where we lived 5 years. In 2008 I joined Huntsman Textile Effects in Germany, first as Business Development Manager for Technical Textiles and later as Global Marketing Manager (GMM) in charge of several strategic product groups in the Textile Chemicals segment. My role in the past 3 years was GMM for Implementation and Regional Execution, before I joined Pulcra in September this year.

How do you think your experiences will benefit the Pulcra team?

We will continue to see changes in the Textile Chemicals market and will have to plan and act accordingly. I believe it will be critical for us to have a global direction at any time and utilize our presence in the key markets to implement our plans regionally. Over the last 25 years I led, or supported various business segments and experienced many successful, but also some failing approaches. I believe with my experience I can manage Strategic Projects through smart planning and pragmatic implementation and deliver them successfully. I am happy to be part of the team at Pulcra / Devan and look forward to contribute making the company sustainably stronger and always prepared for the future.

What do you want to impart about your personal preferences, guiding values, principles or methods that inform the way you conduct your business?

What comes to my mind at first is teamwork. Our business environment is complex, nobody knows everything, but everyone has a certain perspective and expertise on the same task "make our business successful". I believe we can be better than our competitors if we work well together in teams and communicate openly. Taking responsibility and working with people motivates me and I believe direct open communication of tasks and challenges is a key.

What is your preferred communication style or channel (e.g., email, chat, in-person)?

Whenever possible I prefer the direct and personal communication face to face. If not possible I use mainly the Microsoft's Teams App which is quite good for communicating individually and with groups of people.



Also, the chat feature for a quick alignment or a question to be answered is very good.

What are the most significant challenges you face in your new important role?

The changing market environments and their requirements. However, this challenge is also the reason why I like my job. It will never be boring. More specifically, project LOTUS is a first major task as we target to become a recognized and competitive player in the field of PFC-free durable water repellents. The market segment is still expected to grow, and we will have to be smart, flexible, and fast, further backwards integrate our products, and with this reduce our dependency on suppliers and make that business profitable. Great challenge.

What support do you require from your direct colleagues in the field?

To make good decisions in Marketing and to run projects fast and successfully, I need sometimes updates from my colleagues in the field, for example on regional developments, specific customer demands, competition activities etc. So far, the people I was communicating with were extremely helpful and gave me very valuable inputs. It would be of big support for my role if that continues. Where possible, I will do my very best to consolidate collected information and report it back.

In your new function, the global collaboration will be very close. What would you like to share with your colleagues all around the world about your family, your interests and involvements outside of work?

I have two sons, who are already grown up and in their twenties. I love visiting music concerts and have a passion for all kinds of mountain sports and triathlon. Very recently I bought me a drum kit, but I play so far only for myself (and for my poor neighbors).



Less is more –

How minimalism makes your life easier



Ten minutes is all a Japanese person needs to prepare for a long journey. He only needs the bare essentials; and the bare essentials all fit into his small suitcase. His ability to get by with a minimum of material things becomes his advantage in life. For the Japanese, simplicity lies in the fact that they fill their lives with fewer material things and possess little, so that nothing dominates them, which in turn allows them to open the door to the essential - the quintessence.

Your mind is partly cluttered like an attic full of junk that accumulates over time and distracts you from the essential. It prevents you from moving forward - towards new ideas. But the goal of life is to move forward. It is therefore important to free yourself from time to time from anything superfluous that irritates you. This automatically brings clarity and calm to your life. Your focus changes. Your attention turns away from the material towards the intellectual, the spiritual, the human and towards values such as mindfulness, freedom, peace and basically everything that is alive.

How can you put the "less for more" philosophy into practice? How do you live minimalistically in everyday life?

- First of all, you need discipline, clarity and a strong will. These are the prerequisites for living with the bare essentials.
- Stop for a moment regularly and think. What could you do to lead a simpler and easier life?
- Own and use as few objects as possible. Otherwise you are wasting valuable space by filling it with unnecessary things. Get rid of objects you don't need, such as clothes, kitchen appliances and furniture. Get rid of these and make space at home first to then receive new things.
- Pay attention to your purchasing behavior: Think consciously before you buy something. Check whether you really need the object of your interest. Or does your body just need a sensation? Ask yourself: What is the benefit of the object? What value/meaning does it give to your life? How long

will it last? Keep in mind that the things we buy enter our inner spaces and have an impact on our psychological equilibrium – our balance.

- You often understand a person better when you know where they live. What you express to the world is often what you are yourself. That's why your home should be a place of peace, a source of inspiration and an oasis of well-being that energizes you.
- Your home needs a minimum of tidiness and care. A tidy, minimalist and functional space gives you a feeling of contentment. Therefore, rethink your furniture placement and rearrange it if necessary. Make sure the light is soft and functional. Eliminate or repair anything that doesn't work.
- Put your house/apartment on a diet. Internalize the regular elimination and removal of things so that it becomes automatic. Then your choices will become instinctive, your clothing style elegant,

your house more comfortable, your agenda less cluttered and therefore clearer.

- Pay attention to the power of color: White walls create calm in your home. In addition, they are wonderful for highlighting and accentuating objects, thanks to the emptiness that surrounds them. Colors are capable of tiring the eye. Therefore, opt for monochrome colors. Black, white and gray colors have the style of simplicity and naturalness, as if all the complexity is removed by purification.
- Your life fills with more meaning and clarity when you learn to separate yourself from things. Be disciplined and loving at the same time.

And by the way: how nice it is to quickly put everything you need in a small suitcase and set off in a new, unknown direction.



Book Information:

Titel: L'art de la Simplicité (The English Edition): How to Live More with Less

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ISBN-13: 978-1409163862

Having lived in Japan for many years and inspired by oriental philosophy, Dominique Loreau discovered the beauty of a life well lived through the art of simplicity. Her lifestyle rests on the principle of 'less is more', and imbues all areas of existence, from the material to the spiritual. She captured her philosophy in the ground-breaking L'art de la Simplicité, which was a massive bestseller in her native France and is now available in the English language for the first time.

Simplify your home, empty your wardrobe, abandon compulsive purchases, eat more frugally but better, take care of your body and mind. From the art of feeling well in your home to the art of feeling well in your body, this compelling and elegant book will transform your life and take you on an empowering journey to happiness. You will feel energised, more confident and free. You will discover the essence of being truly alive and how to live a more centred life. One full of real pleasure, clarity and satisfaction.



X-MAS TIME

Melted Snowman Bark

Recipe for 12 persons:

200 g	white chocolate chips (2 white chocolate chip packages)
12	pretzel sticks (extra may be needed)
25	mini M&Ms (extra may be needed)
12	orange sprinkles (1 for each snowman)
12	mini peanut butter cups (extra may be needed)
24	mini chocolate chips (extra may be needed)
12	peel apart licorice

1. Line a 9 x13 inch baking sheet with parchment paper.
2. With a small knife cut each mini peanut butter cup in half.
3. Then carefully cut off the wider end of the mini peanut butter cup and place under the remaining half to form the brim of your hat.
4. Melt the chocolate chips in the microwave 30 seconds at a time, stirring each time until fully melted (about 1 ½ - 2 minutes total).
5. Pour the melted chocolate onto the prepared baking sheet. Spread out evenly about ¼ inch thick with a spatula.
6. Quickly assemble the snowmen. Start by adding the peanut butter cup hats.
7. Add two mini chocolate chips for the eyes and an orange sprinkle for the nose.
8. Add a licorice piece for the scarf around the snowman face.
9. Add two pretzels to the side for the arms.
10. Add mini M&M's for the snowman's buttons.
11. Allow to set in the refrigerator for 5-10 minutes.
12. Roughly chop around each of the melted snowmen with a knife to make bark pieces.



DESSERT

Vegan baked apple

Recipe for 10 persons:

400 g	Marzipan raw paste
40,0 ml	Agave syrup
20,0 ml	Rapeseed oil
5,0 g	Pink berries
40,0 ml	Calvados (40% Vol.)
60,0 g	peeled almonds
60,0 g	dried cranberries
1,20 kg	Apples Braeburn

First, slightly warm the marzipan. Then knead in a food processor on slow speed, add agave syrup and canola oil.

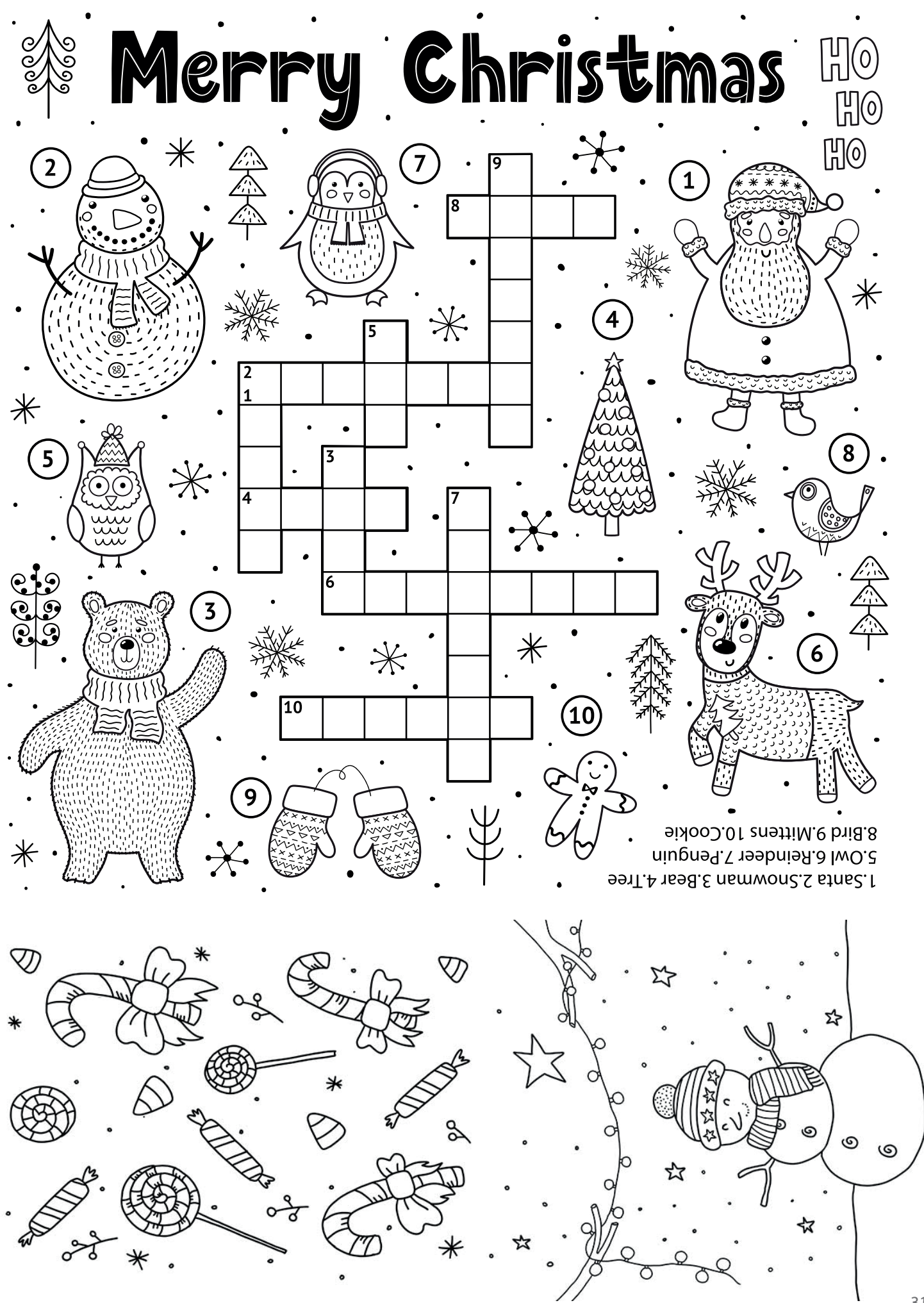
Finely crush the pink berries in a mortar and add to the marzipan mixture together with the Calvados. Coarsely chop the almonds and add them to the marzipan together with the cranberries.

Wash the apples well, cut out the core and cut into five even slices. Spread the marzipan filling between each slice to the same thickness.

Place the apple layered in this way in an ovenproof jar and bake in a convection oven at 180 °C for about 20 minutes.

NUTRITIONAL VALUES (PER SERVING)

Energy:	352 kcal / 1468 kJ
Fat:	17,0 g
Carbohydrates:	38 g
Protein:	6,50 g
Serving Size:	150 g



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!



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