

# AMOS

All Marine Offshore Solutions



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## AMOS KEEPING AHEAD OF THE SUSTAINABILITY CURVE

The marine supply firm has implemented a raft of environmental policies to maintain proactive in the quest for sustainability



**SAM JERMY**  
Specialist supply chain,  
procurement writer



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**RONALD BROER**  
Senior Vice President  
of Marine at AMOS

**A**mos Group is looking forward with confidence, as it puts in place a multitude of environmentally friendly initiatives to keep it well-positioned in the market. AMOS is headquartered in Singapore and strategically positioned with a network of facilities spanning four of the world’s busiest ports linking ten key locations across Asia, the Middle East and Europe. It offers full turnkey solutions to fleets, energy operators and large-scale contractors when it comes to Energy and Marine supplies. But recently, investigating how the company can do this in the most environmentally friendly way possible has come into sharper focus.

Ronald Broer, Senior Vice President of Marine at AMOS, said: “The company has transformed in the last two years and is now operating a modern SAP system that now secures unparalleled delivery performance, allows for increased transparency and is simplifying interfaces with our partners at both sides. This requires long term vested relations, open communication and common goals.

“Environmental, social and governance considerations have formed the crux of our corporate culture, values, and mission. It is essential in everything we do. Developing our sustainability journey, and driving responsible business practices are key in the support of positive contributions to the environment, society and the maritime ecosystem in which we operate.”

As the organisation pushes forward in its sustainability ambitions and strategy, AMOS continues to monitor, track and report on its material Economic, Environmental, Social and Governance ("EESG") topics through a lens of continuous development and focuses on emerging sustainability trends. With its combination of state-of-the-art fulfilment and logistics centres, plus energy design and fabrication centres provides AMOS with the ability to serve all its customers’ needs for ship supplies and heavy lifting and mooring solutions under one roof, providing a competitive advantage.

## Differentiators

In addition to representing and supporting industry leading brands through exclusive supplier arrangements, AMOS also market its own ALCONA line of professional grade equipment including personal protective equipment, workwear and crew gear. Ronald described the ALCONA brand as value for money and fit for purpose product line specifically developed for the marine and energy workplace.

He said: “Safety, reliability and consistency are essential qualities which customers in the marine and energy industry look for in every product. When you are at sea, days or weeks from shore, you need products you can count on for the entire duration of the voyage.

“That’s why I strongly believe in the customer journey and securing an organisation that supports the customer in every single step of the value chain. The customer is central in everything we do, assuring that we understand their needs will allow us to address issues and provide solutions that suits the market needs.”

## Sustainability drive

As well as providing supplies which are sturdy enough to withstand harsh conditions at sea, now more than ever, a consideration needs to be made about the sustainability status of products and related operations. As a result, the IMPA Save Council for Maritime Supply Chain Sustainability was created in 2020 with the aim of supporting the call to action for



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UN sustainability goals and the 2030 agenda. In practice, this means primarily concentrating on initiatives such as carbon reduction, environmental protection and preservation, and reducing consumption of resources.

With that in mind, companies involved in the marine trade supply chain are now encouraged to pledge to eliminate single use plastic bottles within their organisations. Both ship owners and managers offshore, as well as maritime suppliers onshore, are able to sign up and make a commitment. This is particularly pressing, considering almost 1 billion litres of water is consumed aboard the estimated 55,000 vessels currently operating on our planet.

Ronald said: “Being a sustainable company is always a top priority for us and will continue to be so into the future. AMOS has pledged the IMPA Save initiative for elimination of plastic bottles and have successfully introduced ALCONA Advanced Hydration System, the only system with an eight stage water filtration.

“We have installed solar panels atop our roofs, with a capacity of 480-thousand kilowatt hours, we also introduced electric vehicle (“EV”) charging stations across our office premises, and we have invested in our first electric delivery vehicle recently, enabling our transition towards climate friendly mobility via a green fleet. At AMOS, we continuously seek areas to improve our existing environmental initiatives through a focus on energy efficient measures and waste management initiatives to negate and limit our environmental footprint. For this we need to work closer with our partners, identifying alternative solutions and implement these one by one.”

AMOS is also supporting its customers transformation into more sustainable operations through its product offerings.

An extensive range of essential personal protective equipment (PPE) includes eye wear, ear protection, head/face protection, respiratory and fall protection, as well as a wide variety of products required for working in extreme weather conditions. The product line also includes workwear, daily consumables such as cleaning supplies, bedding and towels, and lighting products.

### Future ambitions

Looking ahead to what way the winds of the future are blowing, Ronald believes that digitalisation is a central pillar of the AMOS transformation strategy to simplify, standardise and automate business processes and procedures.

He concluded: “AMOS supplies thousands of products to hundreds of customers demanding service, quality, and competitive pricing. The ultimate goal of our digitalisation strategy is to provide our customers with the best product availability with short lead-times, fast delivery and competitive pricing.

“Having a background in a more regulated safety environment, the volume of RFQ lines and the variety in products is a challenge that we need to resolve. Standardisation and reduction of spot purchase are essential to substantially increase quality, reduce waste and bring down the transactional costs in marine ship supply through digitalisation.”

It is clear to see AMOS is charting a course emphasising sharper procurement of products and productivity improvements to better serve customers and grow sales. Operating in the highly profitable industries of marine and energy, the firm is well positioned to continue its path of sustainable growth.