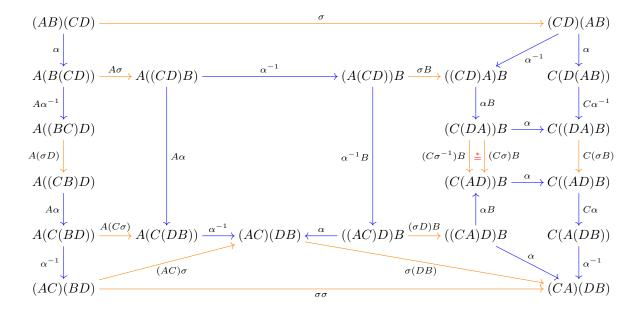
THE PRODUCT IS BRAIDED IN A SYMMETRIC MONOIDAL CATEGORY

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The following diagram commutes, by virtue of the symmetric monoidal category axioms, and shows in that case $\otimes : \mathcal{C} \times \mathcal{C} \to \mathcal{C}$ is a *braided* strong monoidal functor. That \otimes is a *strong* monoidal functor is due to Joyal–Street ('Braided monoidal categories', Proposition 2). The vertical composites down the sides below are the comparison maps for pre- and post-functor products given by Joyal–Street.



In the diagram I have written $AB := A \otimes B$ etc, and identity arrows 1_X are written as just X. Isomorphisms arising from associators (α) are in blue, those arising from the braiding (σ) are in orange. Notice that the equality $\stackrel{*}{=}$ is the only place where the symmetry axiom is used.

I'm sure this result is rather old, but haven't found a reference. It follows from high-powered abstract machinery about E_n algebras in \mathbf{Cat} , but I think this was possible to prove by the time of Mac Lane's 1963 coherence theorem for symmetric monoidal categories, at least.

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 $^{{\}rm ^{1}Available\;from\;http://web.science.mq.edu.au/~street/JS1.pdf}$