

Republic Cement primed for local property boom

Investment in Meralco power solutions resolves power quality concerns

The Teresa, Rizal location of Republic Cement was set up in anticipation of the construction boom in the Philippines.

The Philippines continues to be one of Asia's fastest growing economies. On the crest of this wave of unprecedented growth is the cement industry, as it rides a surge in the construction and property sectors.

These two sectors have been averaging double digit returns of 10.2 percent from 2013 to 2015 according to annual reports released by the Cement Manufacturer's Association of the Philippines.

Republic Cement and Building Materials, Inc. (RCBM), one company that anticipated the growth, opened a new cement mill at Teresa, Rizal to ramp up inventory levels and address the rising demand.

But despite preparations for increased production, RCBM was hounded by multiple facility shutdowns every month due to voltage fluctuations; issues that resulted in unproductive and costly downtime and outright damage to power sensitive machinery.

Meralco conducted a power quality (PQ) walkthrough audit resulting with a recommendation that the cement manufacturer install a sag corrector on the customer's side of the electrical infrastructure to address the fluctuations and clear up concerns on power quality. RCBM was the utility's first customer to invest in a sag corrector, an invaluable machine that protects against voltage sag and momentary outages.

"After engaging with Meralco, we were able to analyze the situation together and the recommendation to install the sag corrector helped us reduce our plant's outages," said Don H. Lee, Country CEO of Republic Cement Group.

"Having a partner in electricity like Meralco, we really start to see the value and start to ask ourselves, 'Why didn't we talk to them sooner?' Because it's not just about the quantity of supply and the generation capacity, it's actually also about the quality," he added.

According to Lee, last year turned out to be historical as the company was buoyed to greater heights by the construction and property boom. RCBM also underwent restructuring when CRH-Aboitiz acquired selected assets. The acquisition brought together the best practices of two world-class cement manufacturers in the Philippines.

"We're fortunate to be here at the right place, at the right time," said Lee.

For propelling the country's economic growth with progressive infrastructure, Republic Cement & Building Materials, Inc. is a Corporate Industrial Meralco Luminary for 2015.

"Meralco is proud to help improve RCBM's production efficiency through energy solutions. We're certainly looking forward to continuing our partnership to meet their power requirements and keep them competitive in the market," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group.

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at meralcocorporatepartners@meralco.com.ph, or visit www.meralco.com.ph/corporatepartners.



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Don H. Lee (left) and Republic Cement & Building Materials, Inc. President Renato C. Sunico hold up the Corporate Industrial Meralco Luminary for 2015.



Meralco President & CEO Oscar S. Reyes (left) congratulates Lee at the 2015 Meralco Luminary Awards.



Republic Cement operations personnel are joined by Meralco Relationship Manager Melanie Joy Senga (right) during a facilities inspection.