

Meralco powers Philstone ramp-up for ASEAN integration

Philstone Industrial and Manufacturing Corporation is one of the strongest domestic players in the manufacturing and supply of calcium carbonate, an essential compound processed from limestone which is used in the production of household and industrial products such as paints, tires, high grade plastic, cosmetics, detergent soap, cement and grout, and many others.

As Meralco's Business Luminary for 2014, Philstone has been undergoing expansion. The 25-year old company has been making significant investments in new machinery and warehousing assets to keep production at par with growing local demand, as well as to prepare for a big role in the international market with the upcoming ASEAN integration.

The turning point came when, on advice from Meralco, Philstone enrolled in the Peak/Off-Peak (POP) program in 2011. POP is a special rates program that offers lower electricity generation rates for clients who shift their operations to off-peak hours.

Enrollment handsomely paid off, leading to annualized savings of P2.2 million for the company.

"Savings from POP turned into profit," said Philip N. Te, President and General Manager of Philstone. "We availed of the program and made some adjustments to our production schedule. That resulted in being able to grow our production."

In the last three years, Philstone has been one of Meralco's top savers under the POP program, with more than P6 million in savings, which Philstone has funneled back into operations. Since availing of the POP program, Philstone has posted a 20 percent growth in production, resulting to increased sales by 25 percent.

Power consultation for ASEAN market

Currently, the demand for Philstone's products comes only from the local market. But when the ASEAN Economic Community finally opens by the end of 2015, Philstone will already be globally competitive in a common regional market that provides access to freer flow of goods, services, investment and skilled labor.

Furthermore, Meralco's Biz Group introduced Philstone to T&D Power System, an Accredited Meralco Contractor, to guide Philstone in meeting its expansion needs and counsel them on properly optimizing power requirements in the operation of heavy machinery for increased production.

“If there are requirements from other ASEAN countries, then we will go after that. That’s what motivated us to improve the business. We will have the capability and the resources to compete,” said Te.

A rock star at the 2015 Meralco Luminaries

Philstone has been playing an important role in maintaining the local supply of calcium carbonate since 1988, minimizing the need to import this key raw material from other countries.

But its preparations for the ASEAN integration hold bigger consequence and are aligned with the country’s initiatives in making the Philippines a key global player and worldwide economic partner.

In recognition of its best practices in showcasing originality and excellence in strategy, thought leadership, execution, and application of technology, Philstone Industrial and Manufacturing Corporation was awarded by Meralco as Outstanding Business Luminary for 2014.

“We’ve been in business for 25 years. But our collaboration with Meralco has been instrumental in preparing us to conduct business on an even larger scale,” said Te. “Meralco has been very responsive and efficient. I’m thankful for Edwin Cabanban, my Meralco Biz Partner. He pointed me in the right direction.”

The Meralco Biz Partners serves the energy needs of businesses from commercial and industrial segments, such as those in food manufacturing, hotels and restaurants, rubber and plastics manufacturing, business offices, construction, or agriculture whose contracted power capacity ranges from 5 kW to 499 kW.

An energy partner and business enabler

As a dry run for the ASEAN blueprint, Philstone started running at full capacity in March 2015 with Meralco at its side.

“Meralco is proud to be a part of Philstone’s ongoing story. We recognize that we are a partner in business growth so we do our best to provide quality services,” said Cecille Domingo, Sales Head of Meralco’s Biz Group.

As the country’s leading power utility, the Manila Electric Company does its part not just as an energy provider but as an enabler of business success.

“Businesses like Philstone are critical in nation-building and national development. We all share in the success of these businesses. This is why we celebrate the best of the best of these success stories during the Meralco Luminaries Awards,” closed Domingo.

Kaya anuman ang negosyo, may partner ka sa pagtupad ng pangarap mo.

Call 16210 or visit www.meralco.com.ph/biz.

#