



Styrotech packages aggressive expansion with environmental consciousness

Leading quick service restaurant supplier leverages Meralco's POP savings to secure eco-friendly equipment upgrades

From its first plant in 1993 at Caloocan City, Styrotech Corporation (STC) has expanded operations to a second manufacturing facility at Meycauayan, Bulacan in 1998. Phenomenal growth has prompted the company to make plans for a third plant in the near future.

The popularity of the quick service restaurants (QSRs) and the prevalence of the on-the-go culture have made take-out food containers a ubiquity of everyday life. While a leading packaging company, Styrotech Corporation (STC), remained inconspicuous, they are without a doubt an important part of today's Food & Beverage industry.

STC opened their first location in Caloocan City in 1993. Their second location is a 25,000 square meter facility in Meycauayan, Bulacan. They have since grown from a bit player that supplied styrofoam packaging to *palengkes* and *carinderias* into a principal contractor that services the country's biggest fast food places, groceries and supermarkets, and convenience store chains.

Amidst a global trend of heightened environmental awareness, STC also began producing products with 100 percent recyclable materials and were CFC-free. (CFCs, or chlorofluorocarbons, are manufactured chemical compounds that are banned from use as these destroy the ozone layer.) It diversified its line by adding paper packaging to an already wide array of plastic merchandise.

The increased production doubled STC's power requirements, incurring added operating costs. Thus the company needed a strategy to defray rising energy expenses.

Meralco addressed STC's concerns by offering an alternative rate scheme called Peak/Off-Peak (POP), a program that allows customers to pay less for electricity consumed during off-peak hours. The solution provided an immediate impact.

"Savings from the Peak/Off-Peak became a huge factor," said Jimmy Ting, Vice President and Chief Operations Officer of STC. "Through the years we've been enrolled in the program, we are averaging substantial monthly savings."

"And with that we were able to invest in more reliable, efficient machinery."

STC primarily invests in all-electric injection machines that give them another 30 percent in electricity savings compared to conventional hydraulic injection machines.

The packaging business continuously evolves, requiring companies to keep up with new developments, processes, and equipment. It was necessary for STC to periodically update machinery to remain relevant and competitive with industry peers while keeping operational costs at a minimum. Operating in an industry in constant flux, STC still had to be mindful of remaining ecologically responsible. But through savvy management and the energy solutions brought about by a key partnership with its utility provider, STC is getting ready to add a third manufacturing plant.

For being a progressive business that proactively finds solutions to the growing concern for the global environment, STC is a Corporate Industrial Meralco Luminary for 2015.

"With the right partnerships, you can grow even in a constantly evolving business environment," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group. "STC has further expansion in its plans, and Meralco is very excited to provide them with all the support. We're glad that we were instrumental in their growth."

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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- Jimmy Ting
Vice President and
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The paper line, such as the paper cups shown here being prepared for delivery, are part of the company's diversification into manufacturing more environmentally responsible products.



Meralco Relationship Manager Mico Cornejo (extreme left) poses with the STC management group. Next to Cornejo from left to right are: STC Vice President and Chief Financial Officer Lucina S. Ting, STC President and CEO Hok Ting, Jimmy Ting, and STC Vice President Jefferson S. Ting.



Meralco President & CEO Oscar S. Reyes (left) congratulates Jimmy Ting during the award ceremonies.