

Collaborative success of PMFTC Inc. and Meralco drives green agenda and operational cost efficiency



PMFTC Inc. president Paul Riley (third from right) receives the trophy for the PMFTC which was cited as the top Corporate Industrial Luminary during the 2014 Meralco Luminaries Awards at the Makati Shangri-La Hotel. The company was cited for its projects that promote energy efficiency and environmental sensitivity that significantly reduced its carbon footprint at its Marikina and Batangas manufacturing plants. The Meralco Luminaries recognizes organizations that have displayed creativity, leadership, and innovation in managing their energy resources to help in nation-building. Also in photo are (from left) Meralco president and CEO Oscar S. Reyes; Meralco chairman Manuel V. Pangilinan; PMFTC External Affairs director Bayen Elero; Indo Phil Textile Mills Inc. president Kishan Singhania; and Meralco SVP and Customer Retail Services head Alfredo S. Panlilio.

Twelve months after PMFTC transformed its energy sourcing strategy and collaborated with Meralco, the manufacturing giant realized optimal savings, driven by a new, cost-efficient and reliable power system. Consequently, PMFTC is able to push forward its sustainability agenda and has made significant strides in reducing its carbon emission.

"Success in collaboration happens when two companies share the same vision. In the case with PMFTC and Meralco, cost-efficiency and savings are fundamental, but the bigger triumph is that via our collaborative efforts, we were also able to help make a positive impact to the community, and to the country," said PMFTC President Paul Riley.



Riley and Elero of PMFTC Inc. discuss their win during the event, as MVP looks on.

Partnering for Sustainability

PMFTC and Meralco rekindled partnership in 2013, when PMFTC resolved to push forward its global sustainability agenda and significantly reduce its carbon footprint. Taking a proactive role, Meralco brought PMFTC's attention to the bunker fuel-powered generators that the manufacturer was then using for energy requirements.

Meralco prepared a comprehensive assessment outlining the supply outlook of bunker fuel and situated it vis-a-vis another power sourcing option – reconnection to the Meralco grid. The power study proved that shifting to Meralco will be more sustainable in the long-run.

PMFTC decided to do so and within a year after shifting energy sourcing back to Meralco, PMFTC reduced carbon emission by 35% - this is 15% more than the global target.

Collaborating for Cost Efficiency and Power Reliability

Reconnecting to the Meralco grid also assured PMFTC of a continuous supply of good quality power, which is critical to its operations. Riley says, "We sometimes work round the clock, therefore we want to make sure that we have the power when we need it, as we need it. And not just any power but good quality power, which means our equipment will work at optimal level."

"Pursuit of innovative customer engagements is part of the Meralco brand of service. We will remain proactive and prepared to assist our customers in enhancing their experience with our service and products."

-Victor S. Genuino

Meralco Vice President and Head of Corporate Business Group

Aimed to meet PMFTC power demands, Meralco devised a sustained comprehensive preventive maintenance program. A dedicated Pole Line Inspector (PLI) is assigned to PMFTC to ensure the quality condition of the circuit where PMFTC is connected. The utility also maintains close coordination and responsiveness with the tobacco manufacturing client in determining power stability, especially during extreme weather conditions. In addition, Meralco ensures continuous information sharing regarding the trends in the energy and power industry through Meralco Power Up Forums.

According to Meralco Vice President and Head of Corporate Business Group, Victor S. Genuino, "Pursuit of innovative customer engagements is part of the Meralco brand of service. We will remain proactive and prepared to assist our customers in enhancing their experience with our service and products."

A Partnership that Shines

In recognition of the success of PMFTC sustainability and energy management ventures, Meralco recently awarded the tobacco market leader as the Corporate Industrial Luminary at the 2014 Meralco Luminaries Awards Night. Luminaries is the company's annual program that honors Outstanding Partners in the public and private sectors who harnessed technology for innovation and showcased excellence in power management through a partnership with Meralco.

According to Riley, "Partnership with Meralco has reaped multi-faceted returns for PMFTC. The savings accumulated because of the new power system's cost-efficiency and operational reliability is earmarked for our other initiatives that will help us responsibly deliver long-term, sustainable growth." He adds, "Meralco has become more than an energy provider, it is definitely a partner in progress."

Genuino similarly takes pride in what the collaboration has achieved, "PMFTC is, without a doubt, a Luminary - a shining example for effective use of collaboration that benefits all stakeholders. As PMFTC continues on with its sustainability roadmap, Meralco will remain an ally in pushing for solutions that empower individuals and communities, businesses and industries, and the whole nation."



Photo shows Meralco Relationship Manager Robert T. Peraja (middle) and PMFTC Inc. engineers Michael Sotringco (leftmost) and Rolando Chan during an audit of the facilities of the manufacturing giant which has surpassed global target for carbon reduction emission and generated savings to fund socially-relevant projects.