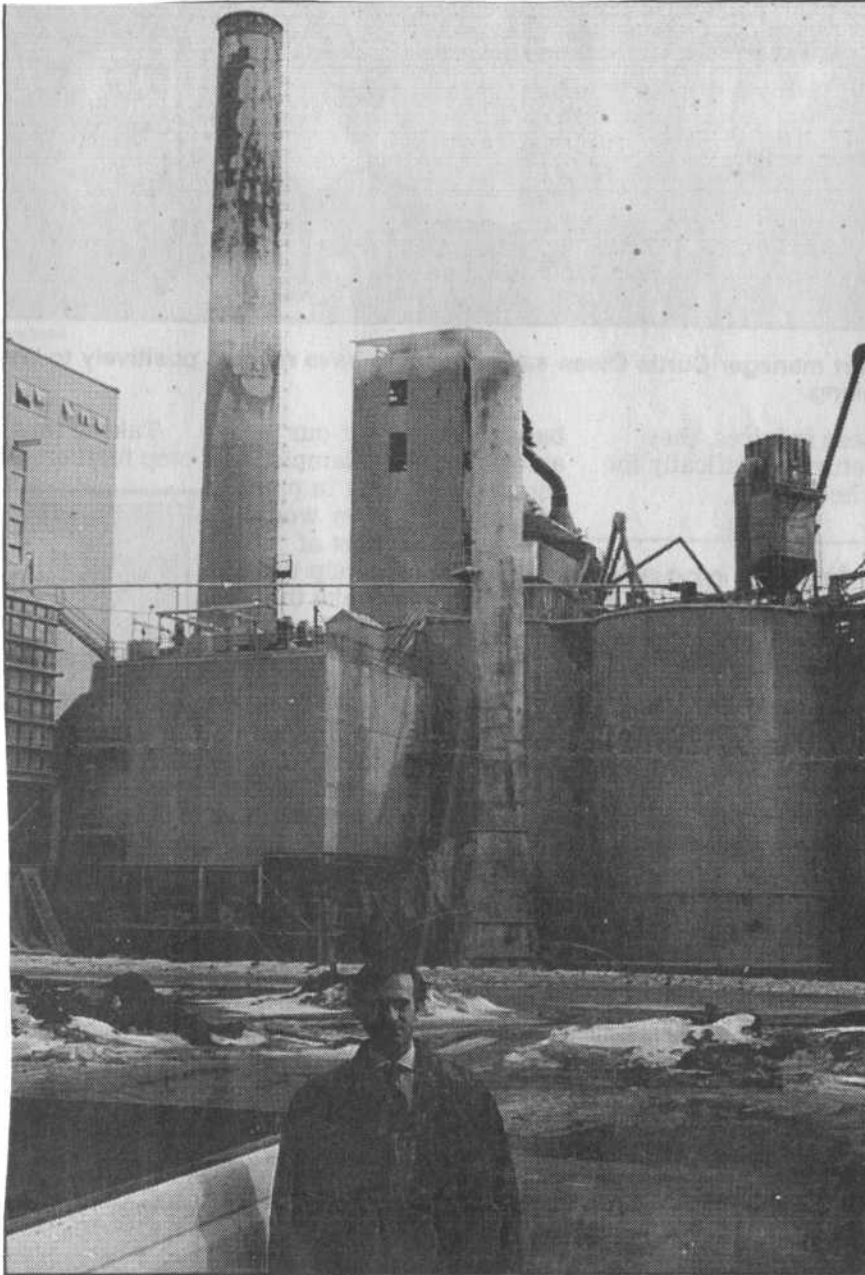


ESSROC (cont)



Roberto Callieri stands in front of the Essroc plant outside of Picton. The plant is the only Canadian operation the company has, and one of the largest in North America.

Just the facts

- The present Essroc opened in 1958 just north of Picton on the shores of Picton Bay.
- The company was originally an independent cement-making operation under the name of Lake Ontario Cement.
- Employment runs at just over 180, of which about 140 are hourly-rated employees.
- With its location on a natural harbor, the plant maintains its own freighter and ships, shipping about 85 per cent of its product by water to Lake Ontario ports during the open season.
- Essroc manufactures three types of building cement and two types of mortar cement.
- Picton Essroc is now one of about 50 plants in Europe and North America under the international corporation called Italcementi, based in Italy.
- The company has a strong track record of active community involvement, support and promotion, including being a founding partner in the Prince Edward Round Table on Environment and Economy.

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