

## **Media Release**

**Attn: Community, Business and Environment Reporters and Editors**

# **St Marys Cement awarded Silver Certification in Energy Excellence**

(Bowmanville ON, Oct 27, 2009) St Marys Cement in Bowmanville is the first North American industrial organization to receive its Certification in Energy Excellence (CEE). St. Marys received a silver level certificate after completing an in-depth, twelve month, third-party energy assessment. The presentation was made by David Arkell, President of 360 Energy, and Ottawa Orleans MPP Phil McNeely. Mr. McNeely is Parliamentary Assistant to the Ontario Minister of Energy & Infrastructure (PA to MEI).

"The Certification in Energy Excellence program was born out of the need for organizations to verify their energy and environmental leadership," remarked Arkell, who oversees the CEE process. "It is not only St. Marys' progress and leadership in energy use reduction that is recognized by certification, but also the company's adoption of strategic goals and initiatives that ensure these reductions continue into the future."

Fabio Garcia, Bowmanville Plant Manager, stated during the ceremony, "Completing the Certification Program is not about filling in forms. It's about demonstrating real results and measurable performance improvements. It's a valuable approach not only for companies in an industrial sector like ours and any organization that aspires to long-term sustainability while maximizing cost control. By engaging in the CEE Program, St. Mary's Cement was able to save \$550,000 annually."

Mr. Garcia concluded by thanking the representatives of 360 Energy, Mayor Abernethy of Clarington, MPP Phil McNeely and the plant staff for the support they have shown.

The CEE program assesses, mentors, and recognizes an organization's energy management efforts and plans for the future. Organizations often believe they're doing all they can in energy management, and are often surprised by the tremendous room for improvement. Independent energy assessors conduct an in-depth assessment of the organization's energy performance over the past 3 years. An energy baseline is established, and a trend of improvement demonstrated. Data is verified by the UK based, National Energy Foundation (NEF) which provides an independent, 3<sup>rd</sup> party evaluation based on rigorous international standards.

MPP McNeely was highly impressed, commenting: "St Marys has demonstrated a commitment to the wise use of energy by securing CEE certification. As an engineer, I appreciate the importance of the CEE program's energy management criteria, and its requirement of progressive improvements in standards to ensure further progress."

## **Media Contact:**

Don Huff, Environmental Communication Options, 416-972-7404 or 416-805-7720 (cell)

**Digital photos of the presentation ceremony are available by contacting:** [huffd@ecostrategy.ca](mailto:huffd@ecostrategy.ca)

## ***Background***

***360 Energy's Certification in Energy Excellence Program (CEE)*** identifies leaders in sustainable energy management. Companies who succeed in obtaining the CEE award have demonstrated energy performance improvements over the last 3 years, and have adopted a structure to continue to improve their energy management performance over the next 3 years. The CEE program creates a focus on controlling and reducing energy, which is beneficial for the environment.

***St Marys Cement***, Bowmanville plant was established in 1968. *St Marys Cement Inc.* is a leading manufacturer of cement and related construction products in the United States and Canada. Headquartered in Toronto, Ontario, Canada, *St Marys Cement Inc.* supplies cementitious materials to the Great Lakes Region and is also a significant producer of concrete and aggregates for the Ontario market. *St Marys Cement Inc.* is a wholly-owned subsidiary of Votorantim Cimentos, an international cement manufacturer based in Sao Paulo, Brazil.

***360 Energy Inc.*** is one of North America's leading energy services firms based in Burlington, Ontario. They have been providing customized energy solutions for more than ten years to organizations across North America. [www.360energy.net](http://www.360energy.net)