

The population benefits from reorganization in a construction materials company

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The Isla de la Juventud Construction Materials company (IMATCO for its acronym) implements a retail sales system that, after fulfilling its state order, benefits natural persons interested in building or maintaining their homes.

We almost always carry out these sales to the population at the end of the month, once our mission has been fulfilled - in support of the housing program - with Internal Trade and construction companies, own investments and planned maintenance in other state entities in the territory, said Heydi Turró , commercial specialist.

The also union leader added that through the institutional web page they promote the different assortments among which they stand out for their acceptance: masonry cement mortar, Creole blocks, 10 and 15 centimeter concrete blocks and clay, as well as lime paints and mineral based.

Those interested can purchase these assortments using their magnetic card through tranfermóvil, because the company does not have a POS (terminal point of sale), said the young woman.

These actions with the collective contest allow us to bring the productions closer to the population and also advance in our state order, thanks to the ordering task because we always ended up with

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~~losses despite fulfilling the plans, said Rubisney Hernández, general director.~~

Leticia Jeréz, secretary general of the Municipal Bureau of Construction Workers, specified that this entity is now in a frank recovery process, due to the decapitalization suffered for years, for whose debts with the bank it came to operate with only 30 percent of the entered capital.

Already in the second half of 2021 we materialized several of these productive actions. In each basic unit we established as a rule the reuse of industrial waste in search of reducing costs, environmental impact and diversifying lines, explained Hernández.

He pointed out that in the Cerámica Roja factory, the production of rasilla was introduced, a Creole alternative to the deficit of imported blanket to respond to the leaking of roofs of multi-family buildings, one of the most recurrent approaches in the Accountability Assemblies of delegates to their constituents.

The business reorganization is a call to be more efficient, therefore, in affiliate meetings, quality is a recurring theme and the workers are aware that producing more, adjusted to industrial requirements, generates income for the company and affects salary remuneration.



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