



only are we very proud of our products, but we are not sure when we manufacture a roll of welded mesh, for example, or a ton of steel, if it's going into a simple home project or if it's going to end up in a government project. So, all of our products are backed up by a mill test certificate which is traceable to the raw material and complies with the specification. Unfortunately, a lot of our competitors don't follow this code and use rejected raw material that's very old, or very rusted, or undersized. So, our largest challenge is that we are expected to sell at a competitive price against anyone, but we are also expected to adhere to the international standards for that product. So we need to be very innovative if we are going to survive these times."

As proud as Ramoutarsingh is of his company's products and services, he is equally proud of its dedication to its workforce. "Now that we're 40 years old, we have second generation employees," he says. "I, myself, am a second generation employee and some of our supervisors are the children of the founding supervisors. So, we have a very family-oriented environment. The attitude that we started with in Reform Village – that we were developing a company to help the community – has stayed with us, even in difficult times. We always try to avoid retrenchment and layoffs or making jobs redundant. We always try to uplift our workers. If a certain product or certain way that we are manufacturing is no longer viable, we will go the extra mile to retrain an employee or to find a new way of doing things utilizing the same employees."



Ramoutarsingh has only the highest praise for those employees. "Our workers are the backbone of the company," he says. "They always amaze me, how they grow with the company and its needs. They make the best products with what they are given and have, in two generations, accomplished great innovations. They are producing for the most prestigious contractors in the region in the most upscale projects, or the tough hardware trade, and can hold their own and defend their products and standards when called upon. Our representatives in production, marketing, accounting, dispatch, and quality control have all shown the flexibility it requires to grow as a company and move with the times."

And Trinrico certainly has grown, going

from solely being a supplier of rebar processed from coil, to tremendous innovations in the rebar product range. Before Trinrico, contractors would procure rebar and sub-contract cut and bend on site, incurring tremendous inefficiencies and losses associated with site challenges. While Trinrico always had a reputation for premium products in the welded mesh, nails, and fencing range, the rebar operation has become one of the most important contributions to the construction industry. The company has gone from a standard manufacturing operation to a very complicated processing and assembly company that creates efficiency and quality control previously unrealized on this scale. It always seeks out the best materials to serve