

Slow Economy is No Time to Slow Down

In order to continue offering one of the best quality and value thin bricks available to the US market, METROBRICK® has added a number of technical capabilities to the Canton, Ohio production facility.

METROBRICK® has spent the last two years focusing on the updating of equipment and production techniques with an eye on customers' needs and expectations.

An example is the investment METROBRICK® has made in robotics added to the extrusion and packaging areas of its plant. As seen in the accompanying photo, the addition of the computerized 'robots' allows for more precision in moving product through the system. This, in turn, allows METROBRICK® to be more responsive to customers' needs and wants.

There are many steps involved in the production of a single thin brick, taking it from the raw material being mined to the point where it is placed in a form liner or applied to a wall. The addition of and the investment in technology - like robotics - allows METROBRICK® to have more flexibility when it comes to custom, small, or blended orders.

METROBRICK® also continues to engineer a number of proprietary manufacturing techniques designed specifically to streamline production, allow products to meet rigorous standards, and cut down on material waste.

METROBRICK® prides itself on providing a leadership role in developing creative solutions for production challenges - improving on the thin brick production process.

This is not only an advantage for METROBRICK®, but also raises the standard for the manufacture of thin brick in general. Better, more consistent, thin brick means fewer problems on the job site.

When it comes to production upgrades, METROBRICK®'s parent company, Ironrock, has a long and renowned history, dating back to the 1860's, for innovation in brick and tile manufacturing. It has also always been central to the Ironrock strategy to invest back into plant operations and technical improvements. Ironrock is a fifth generation family owned company located in Canton, Ohio.

In conclusion, because of this directive and corporate culture created at Ironrock, METROBRICK® is well prepared for the construction upturn and the increased demand for construction utilizing architectural thin brick.



The above photo shows a robot- affectionately referred to as 'Harry' - unloading product and placing it on the inspection/packaging line in the METROBRICK manufacturing plant .

The slow economy, while by no means a pleasant experience, does allow the opportunity for re-tooling and re-thinking plant efficiencies. ■

