
Imerys Carbonates North America Partners with Sylacauga Alliance for Family Enhancement (SAFE)

In continuing its sustainable development initiatives, Imerys Carbonates North America employees participated in the Money Habitudes program presented by Sylacauga Alliance for Family Enhancement in Sylacauga, Alabama. Imerys and SAFE worked together to identify what program would be most beneficial for the majority of the Sylacauga-based employees. They found that no matter what their professional or personal situation, money was the number one area of concern.

Money Habitudes is a financial literacy training program that teaches basic life skills for reading and money management. The program consisted of four sessions, each of which included employees from all departments within the company. These cross-functional sessions allowed the employees to interact and participate in teambuilding exercises. Through these sessions, co-workers were observed assisting each other if they were having difficulty completing the session. This program provided meaningful opportunities for families and individuals to serve others while promoting the community working together.

In the final session of the program, Imerys employees were asked to complete a feedback survey. Over 90% of the participants indicated they now understand what their Money Habitude is and how this affects their financial decisions. More than 70% responded that they would like to participate in other personal developmental programs such as this.

This training allowed Imerys to provide a very valuable tool to employees as well as provide them with a community source that provides ongoing learning opportunities.

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About Imerys

The world leader in mineral-based specialty solutions for industry, with €3.7 billion revenue and 15,800 employees in 2013, Imerys transforms a unique range of minerals to deliver essential functions (heat resistance, mechanical strength, conductivity, coverage, barrier effect, etc.) that are essential to its customers' products and manufacturing processes.

Whether mineral components, functional additives, process enablers or finished products, Imerys' solutions contribute to the quality of a great number of applications in consumer goods, industrial equipment or construction. Combining expertise, creativity and attentiveness to customers' needs, the Group's international teams constantly identify new applications and develop high value-added solutions under a determined approach to responsible development. These strengths enable Imerys to develop through a sound, profitable business model.

About SAFE

The Sylacauga Alliance for Family Enhancement, Inc. (SAFE) is a community-based, nonprofit organization whose purpose is to provide meaningful opportunities for families, to contribute to the growth of our community, and to serve others and to promote community cohesion.