

CARMELRAY @ 35



Chronicle for 35 Years

This book is lovingly dedicated to the Ramon A. Yulo Family,
whose vision, values, and enduring commitment have been the cornerstone of Carmelray's journey.

Through 35 years of building communities and nurturing partnerships,
your legacy continues to inspire all of us, the employees, partners, and stakeholders
to build with purpose, serve with integrity, and shape a future grounded in excellence.

With deepest gratitude and admiration.

Chronicle for **35 YEARS**

Every great company is built on more than just strategy and success, it is built on people. As Carmelray celebrates 35 years of growth, innovation, and community, we honor the true heart of our journey: the stories of those who have made this company what it is today.

This Chronicle for 35 Years is a tapestry of memories, lessons, and triumphs shared by the men and women who have shaped Carmelray's legacy. From the pioneers who broke ground on what was once bare land to the next generation carrying our vision forward, these pages capture the spirit of dedication, resilience, and the "malasakit" that defines us.

Some stories will make you smile. Others may inspire reflection. But all of them share a common thread: the profound belief that Carmelray is more than a workplace. It is a family. A home. A place where careers flourish, friendships deepen, and ordinary days become extraordinary chapters in a shared history.

As you read these accounts, we hope you feel the same pride and gratitude that binds us together. May these stories remind us how far we have come and inspire us to build an even brighter future.

Happy 35th Anniversary, Carmelray. Here's to the people who write our story, one day at a time.

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Jess C. Lucas
Ramon Z. Yulo
Brian Yulo Ng

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CHAPTER I

FOUNDATIONS



Pioneers, Early Days, Visionaries

Every great story begins with a vision and Carmelray's began with the bold dream of transforming land into opportunity, and people into a community. This chapter pays tribute to the visionaries led by members of the Ramon A. Yulo family who laid the groundwork: the founding leaders, and passionate team members who believed in what Carmelray could become. Through their courage, conviction, and quiet dedication, they built more than roads and buildings, they built a legacy of trust, integrity, and purpose that continues to shape us today.

1990



I worked in Carmelray from 1990 and it has been a journey of 35 years. I am filled with nostalgia as I remember the ups and downs, the failures and triumphs. We learned from the experiences we had and we grew stronger and more resilient. What was important was the trust we built with our employees, partners, locators, suppliers and contractors. We started small but we grew steadily with purpose, prudence and hard work.

My contribution was the vision of the family. Our mission was to have an impact in Canlubang with the land we were given. We had a social responsibility to provide employment, good values and a better standard of living. We worked with professionals hand in hand to make our projects succeed. What I treasure are the friendships we built, the good relationships we had with our partners, the fun times with our employees. We looked after our people in Carmelray and treated them well, like family. To whom much is given, much is expected. The RAY family has been the force behind Carmelray and we dedicate our success to my father and grandfather. I hope we are able to continue this legacy and touch more lives.

Carmelray will always be my family and I am proud of what we have built. I will be there to guide it still and to pass on the baton to the next generation. Carmelray will continue on in the next lap with new vigor and direction. There is much to look forward to.

- Maria Rosario Yulo -
CEO and Managing Director
The Carmelray Group





Thirty Five Years seemed to have passed so quickly. I still remember the difficult task we embarked on in the early 1990's when we were suffering from daily eight-hour power outages in the country. Under this difficult backdrop, we set out to invite foreign investors to locate their factories in our industrial park! We would make selling presentations in the middle of unfinished roads inside Carmelray Industrial Park 1 to visiting Japanese, American, Malaysian, Taiwanese and Filipino executives of manufacturing investors before touring them to the lots which were still being graded. To counter their concerns about the 8-hour brown outs, we told them to bring their own power plants.



Talk about a HARD SELL! But sell we did!
The locators came and established their facilities in our Parks.

Yes, we did what was very difficult to do with unwavering persistence, armed with the noble objective of helping our country generate employment and exports.
The rest is history.

Congratulations and Happy 35th Anniversary!

- Roberto Jose L. Castillo -
Director
The Carmelray Group



I distinctly remember the time Carmeltown was presented to me, an opportunity to be part of a team truly loyal to a vision - to develop a community that represents the values of Carmelray's shareholders and aspirations of Filipinos' home ownership. A future town that speaks of the soul of the place, not borrowed.

Over the years, in times of turmoil that came in the way, Carmelray underwent transformative changes which made it stronger, and most importantly, inherent values kept.

On its 35th Anniversary, the path to growth is more clear than ever.

Congratulations, Team Carmelray!

- Jess C. Lucas -
Director
The Carmelray Group



2016



Before the roads and new developments, such as Nuvali, Carmelray, and other estates, I grew up in the 90s visiting a Canlubang that was, to my younger self, mostly tall grass, trees, and nature.

Today it brings me joy to see that Carmelray and other developers have, through the years, been continuously cognizant of the value of protecting the natural beauty of the area and mindful of the quality of their projects. At the 35th anniversary of Carmelray, I am glad to say that Carmelray and the surrounding estates are a good example of modern, well designed real estate development in the Philippines.

Behind this accomplishment are the people that built it. Simply put, the Carmelray Group is and has been made up of principled and capable people. The values the company strives to embody and the strong culture that our people share can be seen in how our management and various teams are able to connect and contribute effectively within the networks we operate in. This is also not limited to the commercial activities that the company is engaged in – Carmelray brings the same thoughtfulness and effort to the aid and support that the company provides to the areas and communities that it is a part of.



At 35 years, our company culture is set and ready for the challenges that may lie ahead, thanks in no small part to the veterans of the company that have led us to this point.

Congratulations to the people of the Carmelray Group! Happy 35th!

- Ramon Z. Yulo -

2021



I started in Carmelray in 2021 as the Chief Strategic Operations Officer for the Carmelray Group during the pandemic, initially working in the Strategic Operations Group with Peddy Palomar and Ana de Lara. Collaborating across the Mancom and Quality Circles in Industrial Park 1 and 2, Morningfields, the Junction, and CEI opened my eyes to the depth of leadership across culture and project management styles. From overseeing property, utilities, and environmental management to guiding our various developments, it has truly opened my eyes to the heart behind utility and the fellowship among people working for a purpose bigger than themselves.

To experience what it means **to be a steward of the land not only in ownership but in how we build, maintain and grow our interactions with locators, tenants, customers and people.** You learn how to appreciate the value of the small moments in work and friendship, in the spaces between meetings and milestones, where laughter and presence live. When you share a meal, a laugh or a common goal and objective. Through design that honors place, sustainability that respects future generations, and innovation grounded in empathy

I feel Carmelray is a special place, somewhere where people are enabled to create their own standard in how we lead, how we learn, how we guide and how we create meaning in our work everyday. And I'm happy to celebrate our 35 year anniversary along with the past and present generation of leaders of the Carmelray Group as bearers of vision, trust, and purpose.

- Brian Yulo Ng -





CHAPTER II

BUILDING THE DREAM



Employees' Journeys & Loyalty Stories

Carmelray's story is written not just in land developed, but in lives shaped.

In this chapter, we hear from the people who gave their time, talent, and heart to make the dream real: the long-serving employees, engineers, accountants, marketers and professionals who have grown alongside the company. Their stories of loyalty, service, and transformation remind us that behind every milestone is a person who believed in the mission and made it happen.

1991



I have been with Carmelray for three decades and 4 years!

This has been a significant part of my life. I started when the park was still unpaved, surrounded by groundworks, dust, and newly planted trees just beginning to grow. In many ways, I was like that too—just starting out, learning, and finding my place.

Over the years, I've grown with Carmelray, witnessing its transformation, celebrating milestones, and building lifelong friendships. It has been an incredible journey, filled with challenges, triumphs, and unforgettable moments.

I am truly grateful for all of it and excited to see what the future holds. Salamat Carmelray!

- Grace T. Ramos -



1995



Carmelray has been more than just a workplace—it has been my second home for nearly 30 years.

Since joining in January 1995, I have had the privilege of witnessing its remarkable transformation from a modest industrial park to the thriving community it is today. This journey has taught me invaluable lessons, not only in professional growth but in the power of human connection. Carmelray's culture of integrity, compassion, and malasakit has not only shaped my career but also supported me in raising my family and seeing my children flourish into professionals. For these blessings, I am eternally grateful.

As we celebrate Carmelray's 35th anniversary, I take immense pride in having contributed to its success.

My hope is that the company continues to embrace innovation while staying true to the values that make it special. This is where I've built my life's work, and there is no place I'd rather be as I look forward to spending my retirement years here among the people who have become family.

Thank you, Carmelray, for three decades of purpose, growth, and belonging.

- Rosalinda R. Santiago -



1996



My Carmelray journey began with the Jose Yulo Foundation, where my parents, (who were employees under the honorable Speaker Don Jose Yulo of CSE) felt immense pride in my joining the R.A. Yulo family.

Through the years, my reverence and “malasakit” for the RAY Family have remained unwavering, especially toward its patriarch and matriarch, whose legacy continues to inspire. When I joined Carmelray, I vowed it would become my second home.

Today, three decades later, I stand proud, having grown not just professionally, but as a person, guided by integrity, honesty, and loyalty.

Carmelray’s remarkable journey of success humbles me. I am honored to have contributed to its story and remain committed to supporting its future achievements: always striving for excellence, with faith in God’s guidance.

May our generations, past and present, continue to work as one: with harmony, respect, integrity, and “malasakit”, ensuring CARMELRAY thrives as a family and a legacy.

- Emily M. Benavidez -



1996



Carmelray is more than just a company to me. Since the day I joined, it has felt like home—a place where I am respected and valued.

My journey began in March 1996, when I was hired as the first accounting staff member who wasn't a CPA at the time. From the very beginning, Carmelray has always recognized and appreciated the unique contributions of every employee, regardless of title or background. It's a company that sees the value in each person's work and encourages everyone to grow and thrive.

Everyone at Carmelray is approachable, and that warmth extends even to our families. During challenging times, especially the COVID-19 pandemic, the company showed genuine care and compassion, going above and beyond to support us and our loved ones. Their thoughtfulness and concern made a lasting impact on us.



What I truly appreciate is the culture of collaboration, where sharing knowledge and helping one another is encouraged. I've had the chance to contribute by sharing my skills to help improve our processes and strengthen our teamwork.

Carmelray is not just my workplace—it is my home and my family.

- Leonardo M. Estabillo -

1996



Since joining Carmelray in 1996, my career has been more than just a job. It has been a journey of growth, friendship, and purpose. What began as work soon became a passion, thanks to the people around me. My bosses and colleagues have been more than teammates; they have been my second family, supporting me, challenging me, and shaping me into the person I am today.

Through the years, I've not only witnessed Carmelray's growth as I have been part of it. Every challenge we overcame and every success we celebrated together deepened my love for this company. More than a workplace, Carmelray has been my home. And as I look back on decades of memories, I'm filled with gratitude for the lifelong bonds and the meaningful legacy we have built, side by side.

- Blesilda O. Gañgan -



1996



Thirty-Five years is not just a number. Carmelray is a company that has stood the test of time with a lot of developments and changes since I joined way back in 1996. No matter what, where and how to execute the plans of the Company, the employees are in its center. We have weathered all kinds of challenges, people come and go, but we are still here because The Company values each one of us.

Being with the Company who trusts my worth, commitment and dedication to stay this long. The Leaders who value my work, efforts and productivity, and colleagues who inspire and motivate me to be the best that I can be in my performance. The people who fill in the confidence in me with their words of appreciation and encouragement because here work colleagues turns into lifelong friends and embraces each as Family.

I am grateful to God and Carmelray for being a part of this milestone, a strong 35 years!

More power to the Carmelray Group!

- Maria Camila R. Reyes -



1996



I joined Carmelray in June 1996 as a Utilities Engineer, responsible for monitoring our Deep Wells Centralized Water Supply and Centralized Wastewater Treatment Facility.

Now, as Utilities Manager, I look back with gratitude. Carmelray has shaped my growth, provided countless opportunities, and has become my second home. Every challenge has strengthened my dedication, and I am proud to be part of Carmelray's journey toward excellence.

My most memorable moment in Carmelray was when I received the Ramon A. Yulo Award of Excellence in 2024. It was a proud and humbling experience that recognized my hard work and dedication. That moment reminded me that every effort counts and continues to inspire me to give my best in everything I do.

- Luis Oberio -





With much appreciation and reflection on the past 29 years, I feel immense gratitude for the journey I've had with the Carmelray Group. It has been more than just a workplace — it has truly been a second home, filled with inspiring people, meaningful work, and countless lasting memories.

I want to sincerely thank the management, my colleagues past and present, and everyone who has been part of this incredible chapter. Your trust, support, and collaboration have made this journey deeply fulfilling and rewarding.

The experiences I've gained, the lessons I've learned, and the friendships I've built will remain with me always. I am proud of all that we've accomplished together and honored to have been a part of the Carmelray story.

Thank you for 29 unforgettable years.

With gratitude,

- Edna O. Reyes -



1997



Coming from the “light-speed” paced Industry of Advertising and Marketing, the shift to Carmelray was a welcome change. The even tempered, conservative environment greeted me like a breath of fresh air ... but not for long.

Shortly after joining in 1997, the global economic crunch made it's infamous entry and made my adrenalin kick in all over again. This extended well into the 2000's. With a pack of hard working men and women, Top Management's constant support- and a handful of “just-in-time” sales- we managed to keep our heads above water.

The stress was constant for sure- but the culture and nature of the people of Carmelray were the main reasons that kept me on board all these years. And by God's Grace we survived.

Today, we have a well oiled and efficient group of companies, “lean but mean” and making significant strides in the industries we are steadily learning and progressively becoming part of.

My vision for Carmelray in the future is the expansion of the development model beyond Canlubang. Ambitious yes – but not impossible! This can and should happen with the principles and values that have brought us to these remarkable heights for the past 35 years.

- F. Francisco S. Zaldarriaga -



1997



I joined Carmelray on February 1, 1997. I enthusiastically drove to Carmelray Canlubang on that Saturday morning to start my long and continuing pleasant journey with Carmelray.

Before officially joining Carmelray, I had the opportunity to visit Carmelray Industrial Park Canlubang (CIP 1) twice. During those short visits, I was impressed by the streetscape of CIP 1 – with its wide, clean, tree-lined roads, world class facilities and world class locators. Carmelray is indeed a prestigious address south of Metro Manila.

I am very fortunate to be associated with the Carmelray Group. Its core values of Excellence, Integrity, Innovation, Respect among others are very much aligned with my own family values.



The Carmelray Group, in general, and particularly the Estate Management Group of CIP 1, always strives to consistently and continuously improve its facilities and systems aimed at promoting internal efficiency and long-term protection and appreciation of property values.

Carmelray is not just a place to do business. It cares for the communities beyond its borders, promotes industrial peace, the catalyst for improvement of access and movement, and a responsible steward of the environment towards resilient and sustainable growth for the next generations to come.

- Virgilio G. Lorenzo -



In just two years, I will mark an incredible milestone: 30 years with Carmelray. Half of my life has been spent growing with this company that has become far more than just a workplace as it has been my second home, my training ground, and the foundation of my life's journey. I've been privileged to witness the remarkable transformation of Carmelray Industrial Park II from undeveloped land to the thriving industrial and residential community it is today. This evolution stands as a testament to our collective dedication and vision.

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What makes this journey truly special is that my work here has never felt like just a job as it has been my passion. Each day, I come to the office with gratitude and enthusiasm, honored to contribute to our shared success. As we celebrate Carmelray's 35th anniversary, I take immense pride in being part of this family. My hope for the future is that Carmelray continues its tradition of transformation while nurturing the next generation of talent. May it always remain a place where dreams take root and flourish, just as it has been for me.

- Lea T. Villaneva -





As we celebrate our 35th anniversary, I want to express my deepest gratitude to the company that I have been with for nearly 28 years. Carmelray has been a true blessing in my life and has been my companion in sending my 3 children to school and for overcoming many challenges.

Beyond financial support, it helped shape who I am today – teaching me the values of dedication, integrity, and hard work. I am especially thankful for the support we received during the COVID-19 pandemic. Carmelray never let us down and showed genuine care for our well-being.

Happy 35th anniversary, and here's to many more.

- Manuela Eusebio -



1998



On December 19, 1997, my OJT at Carmelray came to an end, a day I'll always remember because it marked the beginning of something meaningful for my future. Just a week later, my classmate Romeo Mamalayan who was also doing his OJT at Carmelray, reached out to ask if I'd be interested in joining the Company. Without hesitation, I gave the easiest "YES" of my life.

By January 6, 1998, I was officially hired, another unforgettable milestone.

Back then, there weren't many locator companies inside Carmelray Industrial Park 1, and I feel proud knowing I was of its early days.

After 27 years, I'm still here, grateful for the trust, the opportunities, and the many lessons I've gained along the way. I've come to understand that real success is not just measured by what we do, but by how much heart we put into it. I believe that's what has kept me going all these years.

To me, Carmelray is more than just a workplace, it is a second home. It's a company that values its people and continues to grow with purpose. And no matter where life takes me, I will always be proud to be part of its story.

- Macario M. Dimayuga -



I joined Carmelray in September 1999 while the company was still experiencing the impact of the Asian Financial crisis. It was a formidable challenge and a huge burden of responsibility to lead and steer the Company to overcome the effects of the 1997 financial tsunami, plus the 2001 'dot com' and 9/11 crisis. During this period, we saw the departure of some of the leadership pillars of Carmelray. The challenges were not only confined to providing solutions to financial issues but also establishing good corporate governance and housekeeping. We had to keep the company lean and mean. The task entailed keeping the employees strong, steadfast and focused on the things that need to be addressed; keeping them motivated or being motivated and inspired; developing and nurturing trust and confidence in the leadership and more importantly, trust and confidence in themselves; encouraging them to be involved in the process of establishing short-term and long-term goals; and providing them the sense of job security and tenure. We had the Corporate Policies Manual approved, established the Management Committee, implemented regular monthly operations reports and meetings, adopted an open-door management style, and made other changes that contributed to a stable and dynamic company. The employees, working as a team and as cohesive members of the corporate family, played a major role pursuing the targeted goals.

The relationship among employees went beyond the regular corporate regimen. Informal gatherings also had a notable impact. I remembered the times when I joined some officers and staff at birthday dinners, coffee groups and Friday night-outs organized to relax, de-stress and be our real private selves. The Friday night-outs almost became a regular something-to-look-forward-to event. Regulars included, among others, Cathy, Dino, John, Philippe, Betsy, Chito P, Jing G, Grace C., Ana, Jeane, Greg D and me. Meanwhile, Mrs. Carmen V. Yulo, the Company's matriarch, frequently hosted informal lunches with Officers at her Hidden V sanctuary, welcoming them into her home. These events were opportunities to get to know each other in a more personal and closer perspective rather than the usual personas in the corporate offices. By understanding each other's true personalities and communicating more easily, we built stronger personal connections and formed a fairly cohesive team.

I retired in 2015 after the company, working as a unit, was able to surge forward and successfully overcame major obstacles.

- Eduardo C. Abores -

1999



I have had the pleasure of working at Carmelray Group of Companies for 25 years, and it has been an incredible journey.

Each day brings new challenges, learning experiences, and opportunities for growth—both personally and professionally.

Carmelray fosters a workplace culture that values excellence, respect, and sustainable progress, not just for the company but for the community and the country. Throughout the years, I have felt empowered to contribute ideas, collaborate with a passionate team, and turn visions into reality. I am truly grateful to be part of this organization, where I have built lasting connections and cherished memories.

Looking ahead, I am confident that Carmelray will continue to innovate, expand, and inspire future generations. May we maintain a culture of excellence, integrity, inclusivity, and success as we move forward together.

Thank you, Carmelray!

- Dionisio Matibag -



1996 & 2018



I was 35 when I first joined Carmelray in 1996: eager, hopeful, and searching for more than just a job. I wanted to be part of something greater than myself. From the moment I stepped in, I was drawn to the company's mission of providing not just work, but opportunities for growth, fulfillment, and genuine happiness. It resonated with me deeply. I felt, even then, that I had found my place.

Unfortunately, I had to leave in 2003, as the township project I was a part of had been shelved. Even so, my connection to Carmelray never truly ended. I maintained the friendships and good relationships I had formed, bonds built on shared purpose and mutual respect.

In 2018, I came back to Carmelray, and I remember so clearly the joy of returning. It felt like coming home. The same spirit that first inspired me was still alive: the people, the purpose, the quiet pride in doing meaningful work.

Today, I can honestly say that I've grown into a better version of myself, not just professionally, but as a person because I am living the values of Carmelray. These values continue to guide how I lead, how I work with others, and how I face each new day with purpose and passion.

- Jeane Camacho -





CHAPTER III

PARTNERS IN PROGRESS



Business Partners and Locators

No legacy is built alone.

This chapter honors the business partners and locators, who have journeyed with Carmelray through decades of collaboration. These are the voices of those who trusted the vision, built businesses here, and found shared success in a community of progress.

Their stories speak of partnership, perseverance, and the value of growing together, proving that when values align, success is mutual and lasting.

2004



As Carmelray celebrates 35 remarkable years of innovation and progress, I am filled with both pride and gratitude—for the journey we've shared and the communities we've built together.

Our partnership began with a shared vision: to create more than just residential spaces, but to build neighborhoods where families could flourish, where everyday life could be elevated by thoughtful planning, and where the natural beauty of Laguna could be embraced and preserved.

From the quiet beginnings of Carmel Ridge Residential Estates in 2004 to the vibrant promise of Morningfields at Carmelray in 2006, and the creation of The Mills Country Club, our collaboration has brought to life nearly 100 hectares of thriving communities and a sanctuary for recreation, wellness and social connection. These developments are more than just projects—they are living, breathing legacies of what can happen when trust, commitment, and vision come together.

I fondly recall our early planning meetings that would one day become home to hundreds of families. Today, those same roads echo with laughter, community, and growth—a testament to Carmelray's dedication to building with heart and purpose.

To our friends at Carmelray, thank you for the years of trust and partnership. May this 35th anniversary be both a celebration of your achievements and a springboard for the many great things yet to come.

Here's to the legacy we've built—and the future we continue to shape, together. Warmest congratulations.

- Exequiel D. Robles -
Sta. Lucia Land Inc.



2009



Carmelray began as a shared vision, a partnership between the Yulo family and Sta. Lucia founded on trust, hard work, and the belief that this land in Canlubang could become a center for progress.

At the time, developing an industrial estate outside the metro felt like a bold move. But looking at what Carmelray has become over the past 35 years, a well-planned and respected hub for industry and investment, it's clear that vision was worth pursuing. It's been an honor to be part of that journey.

Throughout the years, our relationship with the Ramon A. Yulo family has gone beyond business. We've worked together through challenges and celebrated milestones, and I now count them not just as valued partners, but as friends. In many ways, this project and the people behind it have become close to my heart.

As President of The Mills Country Club, which now serves as a key lifestyle complement to the industrial estate, I see firsthand how far Carmelray has come. It's a place that balances productivity with quality of life, a place built not just for now, but for the long term.

To everyone who has been part of Carmelray's growth, thank you. Here's to 35 years of purpose, partnership, and progress and to the future we continue to build together.

- Irene Robles -
Sta. Lucia Land Inc.





2018

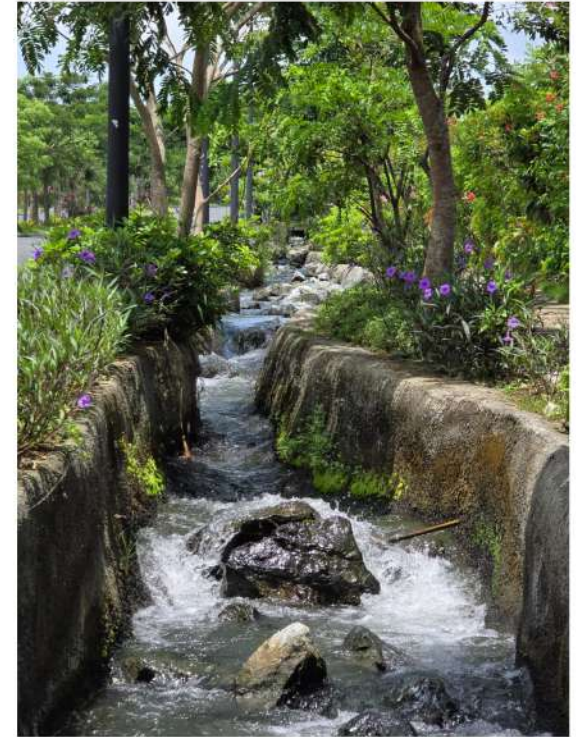


The Waterway and Hidden V

What struck me the first time I walked the Carmelray property was this gushing clear waterway that run through the property.

It was so clean and clear and abundantly gushing that it convinced me enough to do this project with Mrs. Yulo and her children.

Then we followed the waterway to Hidden V. The beautiful collection of plants and orchids convinced me even more that we had the right partners who shared our passion for landscaping.



Even COVID couldn't stop us from bringing this development into the market as we were setting a new standard for horizontal development. And we did!

We are so happy that Mrs. Carmen Yulo, Charrie, Mike, Tina, Malen, and Marissa chose us to bring out the beauty of this place that we now call Rockwell South at Carmelray.

- Tong Padilla -
Rockwell Land Inc.







Grateful to Carmelray Industrial Park 1 Management team who have kept the place in great shape and continually improving the facilities.

Carmelray is almost like my second home. It makes me want to go to work even more because we are right across The Junction and near The Mills Country Club and great golf courses.

- Vicente 'Nonoy' Quimbo -
CEO & Founder of Novellino Wines
Bel Mondo Italia Corporation





We extend our heartfelt congratulations to Carmelray as you celebrate three and half decades of excellence, vision and unwavering commitment to building a world class industrial community.

As one of your locators, we are proud to be part of this thriving ecosystem. Our move to Carmelray four years ago has been a pivotal step in our growth journey- boosting not only our operational confidence but also reinforcing the trust and assurance of our valued clients. Your well-planned infrastructure, professional management, and your dedication to sustainability have created an environment where businesses like ours can continuously thrive.

Thank you for being a trusted partner in progress. We look forward to many more years of shared success and continued collaboration.

- Kim Sin Ongkauko -
President
New Zealand Creamery Inc.



CHAPTER IV

THE NEXT 35



Young Talent, New Leaders, Vision Forward

As we celebrate 35 years of history, we also turn our eyes to the future. This chapter introduces the voices shaping Carmelray's next chapter: young professionals, emerging leaders, and those newly welcomed into the fold. With fresh ideas and deep respect for the company's heritage, they carry the torch forward. Their dreams, innovations, and aspirations offer a hopeful, forward-looking vision of what the next 35 years can be. Because the future of Carmelray will always be written by people who care deeply about the land, the work, and the legacy we build together.

2014



Carmelray has been my second home for the past eleven years. I started young, just at 19, wide-eyed and unsure, stepping into my very first job. I was inexperienced then, but the company believed in me. Through every challenge and milestone, it became the place where I discovered my potential.

Carmelray didn't just shape my career as it shaped me to be the person that I am today. It taught me skills I never thought I would learn, gave me the confidence to lead, and instilled in me the values of integrity and resilience that I carry to this day.

As Carmelray grew, I grew with it both professionally and personally.

One of my proudest moments was being recognized for my hard work and become a recipient of the Ramon A. Yulo Award of Excellence. in 2023 that inspires me to do better.

I look back with gratitude and forward with hope.

- Josey Nicole Corpuz -



2014



I joined Park 2 in August 2014, coming from my previous roles in Food and Electronics Manufacturing, before finally finding my place in the Industrial Estate operations. Transitioning across different industries has been a meaningful journey, but working here in CIP II has truly been the most fulfilling.

In my 11 years at Park 2, I have gained so much—knowledge of the culture, discipline in work ethic, and the value of camaraderie. I have also witnessed our team grow from just 17 employees to now 25, a testament to our continuous progress.

Along the way, I am grateful to have achieved several personal milestones with the support and encouragement of my colleagues:

- Earning my Professional Electrical Engineer title
- Obtaining my Certified Energy Manager certification
- Passing the ASEAN Engineer assessment interview
- My own house and lot, as well as a personal car.

Park 2 has been more than just a workplace to me—it has been a second home for the past 11 years and counting. Through laughter and sadness, through ups and downs, I have been here, and I look forward to many more years of shared success.



- Erick Albert F. Kabigting -

2015



I joined Carmelray back in February 2015 — young, full of energy, and looking impressively thin (those were the days!). Over the years, I was mentored and molded by my former boss, who helped me grow both professionally and personally. With their guidance, I transitioned from a regular rank-and-file employee to a managerial role — something I never imagined when I first walked through the doors.

It hasn't always been smooth sailing. Like any good story, there were ups and downs, but I never gave up. I learned to embrace challenges, bring in fresh ideas, and find smarter ways to do things. Today, with the trust and encouragement of my current leaders — who continue to push me beyond my limits — I strive every day to become the best version of myself.



Now, after 10 years and 5 months, I may no longer have my "slim fit" look — I've gained a little weight (some call it a dad bod), but more importantly, I've gained experience, confidence, friendships, and a family here at Carmelray. And just for fun — yes, I'm also proudly known as the "dancer of Park 2," performing at almost every Carmelray Christmas party. And yes, I'm still dancing to this day!

I'm truly grateful for the unwavering support of our Carmelray Heads and Managing Director. Without their trust and guidance, none of these milestones would have been possible.

Here's to more years of learning, growing, and maybe... just maybe... getting back in shape (but no promises).

– Christian M. dela Cruz



2016



Carmelray is not my first company, but it is the one I envision as my last.

From the beginning, I observed something remarkable—many employees have dedicated decades of their careers here, some starting from their very first job and planning to remain until retirement. This prompted me to reflect during my early years: What makes Carmelray such a lasting place for so many talented individuals?



Now, as I approach a decade of service, I have found the answer. My previous company gave me a strong foundation in business operations, policies, and discipline—skills that shaped my professional growth. At Carmelray, I have learned something equally valuable—how to lead with purpose, practice empathy, work with compassion, and build relationships founded on trust and respect.

Here, people are not just employees; they are part of a company that truly feels like family. This is what makes Carmelray stand out—and why I see my journey continuing here for years to come.

- Luisa B. Alab -

2018



I started my career at Carmelray right after graduating in 2018, and I'm proud to still be here today. Over the years, I've grown not just professionally, but also personally—thanks to the people, values, and experiences I've encountered along the way.

One memory that stood out for me when I was new was during one of our weekly meetings with Mr. Ver Lorenzo. He shared to us the word “Kaizen”—a Japanese term that means continuous improvement. For me, improvement doesn't always have to be big or instant. It can be small, consistent steps done with purpose and commitment.

Since then, Kaizen has become more than just a concept—it's something I apply every day, whether in refining how I work, communicating better with colleagues, or simply taking time to learn something new. It taught me to be patient with progress and to always find ways to do things better, no matter how small.

Looking back, that simple lesson from a regular meeting became one of the most valuable takeaways from my time here at Carmelray. And it continues to shape how I approach my work and life to this day.

- Ervin O. Ramilo -





Six years ago, I made a bold decision to leave my comfort zone and take a leap of faith by joining this organization. Looking back, I can confidently say – it was one of the best decisions I have ever made.

This journey has been filled with meaningful lessons, valuable experiences and lasting relationships. I have grown in ways I never imagined, and I continue to be inspired by the people I work with and the purpose behind what we do.

I have been lucky to have good mentors in Carmelray. From day one under the leadership of Sir Peddy, I was welcomed with open arms and given opportunities to grow, both professionally and personally. Now under the wing of Sir Dennis, the challenges I encountered pushed me to be better, and the support I received along the way made every tough day worth it. I found not just a workplace, but a community that values hard work, learning and respect.

Six years in, I remain grateful – and I look forward to continuing this journey with the same passion and commitment that brought me here in the first place.

- Jeffrey P. Paulan

2020



Better than expected

Remembering when and how I joined Carmelray. It was March 2020—right at the height of the pandemic, a time full of uncertainty and challenges. A colleague introduced me to an opportunity with Carmelray, and I decided to try my luck. That's when I met Ms. Charrie for the first time during my interview, which she personally conducted. Fortunately, I was hired immediately.

Two days after I was onboarded, the lockdown was announced. Many industries were shaken, and businesses had to make difficult adjustments to survive. But what stood out to me was how Carmelray lived up to the saying: 'A company's greatest asset is its people.' Despite the tough times, the company took care of us. They made sure we had enough and made each one of us feel valued. They provided all the tools and support necessary for us to succeed in every part of our roles both as employee and a family member.

Now, five years later, I look back with a deep sense of gratitude. The journey hasn't always been easy—but it's been filled with learning, growth, relationships, and meaningful moments. Members of our team were supportive making things easier and lighter. I've seen challenges turned into opportunities, and I've witnessed firsthand how strong leadership and genuine care can make a difference.

"Without a good leader the team would fail. Both need each other. And each person on the team needs one another as well."

I will be always grateful for the opportunity given, and in return, there will always be joy, respect and youthful attitude in doing my role as a C-tizen. Here's to the journey so far—and what's still to come. Happy 35th Carmelray! — that's something truly worth celebrating!

- Amaita A. Roxas -

2022



My favorite memory with Carmelray is more than a moment; it is the journey that brought me to where I am now. Carmelray has been one of the biggest blessings in my life. I started as a Carmelray scholar and student trainee from Dualtech, assigned to the Centralized Wastewater Treatment Facility (CWTF) of Carmelray Industrial Corporation.

Just like wastewater undergoes treatment to become clean, I went through training to become capable. During my OJT, I was guided by amazing people who treated me with patience and respect. I was challenged to learn but was guided, not judged. That support stuck with me. So when I was hired after completing the program, it felt like coming home. Now, as part of the team, I carry everything I've learned and do my best to give back the same support I once received. Being here is like being part of a family that believes in you, pushes you to grow, celebrates your wins, and values your contributions. From raw to refined, that's how water flows at Carmelray's CWTF, and that's how I grew from a scholar student to a full-time employee.

I'll always be proud to work for the company that took a chance on me. Being part of Carmelray's CWTF team showed me that even what others see as waste has value, and the same is true for people given the right chance. I'll always carry the lessons, the gratitude, and the pride of being part of Carmelray.

- Neil Jaxon O. Ricafrente -
Carmelray Scholar



2023



My heartfelt memory with Carmelray was the day God answered my prayer.

I still remember the day I received the news from my college dean that I had been accepted as one of Carmelray scholars. Coming off a night shift work, my hands trembled as I received the phone call, my heart racing with a mix of excitement and gratitude. That moment felt like given a chance and an opportunity to continue what I started, not just in my academic journey, but in my life.

Coming from a humble background, the opportunity to be a scholar was more than just financial assistance, it was hope. It meant that someone believed in my potential enough to invest in my future. During my final year in college, I was told that Carmelray was looking to fill a position in the Accounting department, and without hesitation, I applied. Then came the moment I had been praying for, the job offer. The same company that once supported me as a student was now trusting me as a full-time employee under the Corporate Services Group. Walking into the company on my first day as an employee felt surreal. There were challenges, moments of doubt, and full of uncertainties, but every step led me to where I am today.

From being accepted as a scholar to being hired by the very company that believed in me, I've been blessed with a beautiful journey that I will forever cherish. Truly, He has made everything beautiful in its time. As I move forward, I will keep striving to give back, not just as an employee, but as someone who never forgets where it all began and where God has purposely placed me.

Indeed, Carmelray is an answered prayer.

- Michaela Joy Frias -
Carmelray Scholar



2023



One of my most memorable and nostalgic moments at Carmelray was when the Corporate Services Group first started to build up. Everything felt new and full of possibilities. I learned so much not just about the work, but from the amazing people I work with. There was a rare kind of harmony in our team that made even the busiest days feel light. Everyone truly lived out our corporate values, and that left a lasting impression on me.

One of the best things about working at Carmelray is the supportive environment. It is a place free from toxicity, where people lift each other up. That kind of culture is something I'll always carry with me.

- Charise Liezel Reblando -





Severe Tropical Storm Kristine was one of six weather disturbance systems that hit the Philippines in a short span of one month in 2024. At 8:42PM on October 23, 2024, Carmelray Industrial Park 1 started experiencing strong winds. These forceful, destructive strong winds continued until 3:00AM the following day. By 6:16AM of October 24, Management decided to suspend work for personnel to not leave their homes for their safety.

As our work revolves around Property Management and Utility Services Provision, I headed to the Park to check on overall status as I have been receiving reports about fallen tree branches, water ponding at several road sections, damaged concrete fences along Morningfields, power outages, and weak to no telco signal.

This is a particular memory I distinctly remember as during that day, in spite of work being called off, several members of the Park from all three groups – Estate Management Group, Utilities and Technical Services Group, and also Corporate Services Group have reported for duty to ensure that Park Operations remain. EMG was focused on keeping the roads cleared to enable transportation for the locators who remained operational during the storm. U&TSG was hard at work in ensuring water supply and wastewater services are up and running. Even Corporate Services Group was handling back-end activities. Because of the restorations done, the Park was spotless the next day, Friday October 25, as if no storm hit the Park.

That day was a display of excellence in teamwork, dedication, and “malasakit” which are trademark values of Park 1.

- Julius D. Baricaua -

2024



From Service Provider to Family Member: My Carmelray Journey

I started my journey with Carmelray as part of a third-party service provider, grateful for the opportunity to contribute and grow. That journey took a meaningful turn when I was given the chance to become an organic employee—a moment that marked not just a change in status, but a deeper sense of belonging.

Being welcomed into the Carmelray family is something I'll always be proud of. It represents growth, recognition, and the value placed on people who show heart and commitment. Carmelray gave me a place where hard work is honored and dreams are nurtured.

I carry that gratitude every day, knowing I am no longer just part of a team...

I am part of the Carmelray family.

- Edmar A. Advincula -





A NEW FOUND FAMILY

Nearing my 2nd year here in Carmelray, I can vividly recall my very few months. Having worked with 2 Japanese companies for 27 years, now, it's a totally different world...

I'm now a newbie! No machines, no manufacturing process, no warehouses! But thank God, after all the adjustments, I'm now with my new found family, my CSG family. Young and old, new and tenured, but little by little we were able to achieve our small victories.

And now, I'm looking forward to more victories and grow old with them here at Carmelray!

- Ramil Rico Bascon -





After a year with Carmelray, I am both convinced and inspired to keep learning—and relearning—what it truly means to belong to an organization built on excellence and grace. Here, respect, collaboration, and empathy are not just values; they shape a culture where people are empowered to grow, contribute meaningfully, and realize their potential.

Carmelray does more than celebrate achievements—it challenges us to pursue greatness while reminding us to stay grounded in what carries true value and purpose. This devotion to people remains our greatest strength and the driving force behind our progress.

As Carmelray stands at a pivotal moment, reshaping itself for a brighter future, I am confident that these timeless values will continue to guide the way forward. I am deeply grateful to be part of a workplace where people are at the heart of success, and where shared dedication builds not only growth but a lasting legacy.

- Dennis G. Nolasco -





New But Not Unfamiliar

I remember Day 1 at Carmelray vividly—it was overwhelming, in the best possible way. The welcome I received was not just professional, but also celebratory. A buffet lunch had been prepared, and as it turned out, a boss is having a post birthday celebration. For me, it became the perfect occasion to meet colleagues in a relaxed, informal setting.

Like many newcomers, I came in hoping to get a feel for the work environment—especially the people. I didn't expect to be comfortable right away, and truth be told, I felt a bit agitated with all the newness surrounding me. As the room began to fill, I was swept into a steady stream of introductions. Trying to remember every name and face felt like a fun but daunting challenge.

But one thing stood out clearly, and it still does: everyone was incredibly welcoming. There was no awkwardness or distance—it truly felt as though I had known them far longer than a few minutes. I may have been new, but they made me feel anything but unfamiliar.

- Aileen E. Acuña -



Living the Legacy

As we close this collection of stories, we are reminded that Carmelray is more than a company, it is a living, breathing community shaped by the people who believe in its purpose.

Every story shared here from the early visionaries to today's emerging leaders, is a thread in the larger fabric of who we are and who we continue to become.

These 35 years have shown us the power of dreams rooted in integrity, hard work, and shared values. They have shown us that when we build with heart, we don't just shape landscapes, we shape lives.

But the story doesn't end here.

In fact, it continues every day in the decisions we make, the people we welcome, and the legacy we choose to uphold.

The next 35 years are already being written by all of us.

To those who came before, we offer our deepest thanks.

To those who journey with us today, we celebrate you.

And to those who will carry Carmelray forward, we believe in you.

Here's to continuing the legacy, together.



Closing Reflection

As we conclude this journey through our Chronicle for 35 years of Carmelray, we reflect on the values that have been our guiding light: integrity, dedication, service, and quiet leadership.

One such timeless voice is that of Speaker Jose Yulo, who, in a 1939 profile, was described as a man of "old-fashioned virtues:" intelligence, integrity, dedication, and a quiet yet unshakable resolve.

(by Philippines Free Press, September 24, 1939)

As we celebrate this milestone, these same virtues continue to define Carmelray, in every collaboration, decision, and step forward.

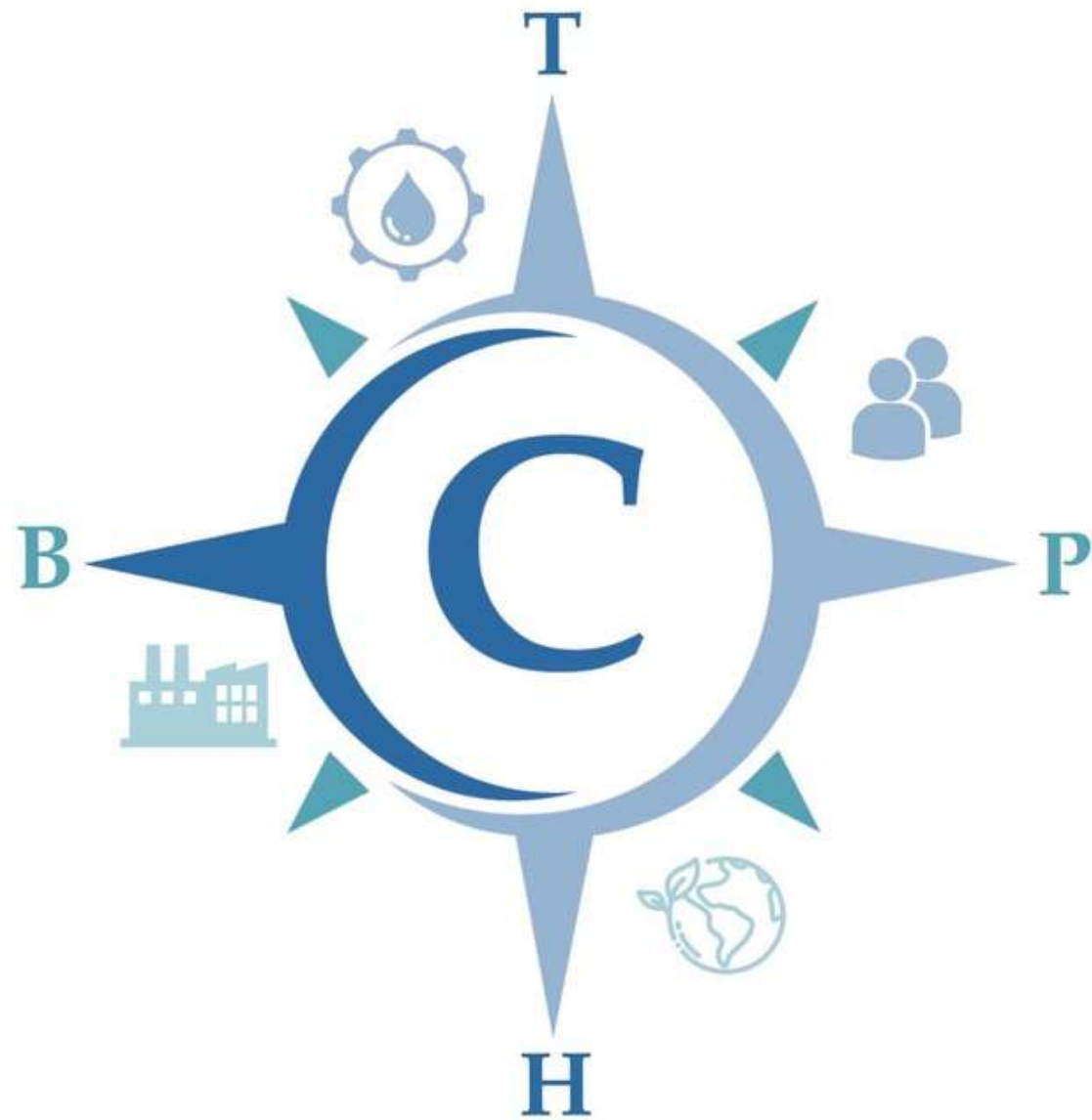
May the past 35 years remain woven in the lives of the people and communities we serve, and may our future, our next 35 be even more inspiring, built upon these enduring values.

With gratitude for the journey so far, and excitement for the journey ahead.

In honor of the legacy of Ramon A. Yulo and in celebration of all who continue to carry the Carmelray vision forward.



Thank you, Carmelray!



CARMELRAY. CULTURE. COMPASS

The
CARMELRAY
Group



35 Years of Vision & Growth