

**Client:** Atlas Copco

**Project:** Advertorial for local newspaper

**Objective:** Showcase company's investment and commitment to the community

Atlas Copco Construction and Mining Canada (ACCMC) is a company within the Atlas Copco Group, serving mining and construction sectors all across Canada. Although people outside of these industries may recognize the name, they may not necessarily know much about what Atlas Copco does.

## A long history

Founded in Stockholm, Sweden in 1873, Atlas Copco manufactures, sells and services equipment and products for the mining and construction industries, reaching more than 150 global markets. Until 1999, its Canadian head office was in Montreal, but it moved to Sudbury to be closer to the hub of mining activity. The Sudbury office occupies an 80,000-square-foot facility on Mumford Road (the old INCO rolling mill) in Lively. The plant employs more than 150 people, and offers 24/7 technical and customer service to its customers.

Atlas Copco sells underground Scooptrams®, mine trucks, jumbos, bolters, underground and surface production drills, rock tools, construction tools and surface crawlers, to name just a few. Two years ago, the company acquired Ingersoll-Rand Drilling Solutions, which also included a line of production and construction drills.

"Since 1998, we've been introducing different operating systems for our equipment underground so that they are easier to troubleshoot, easier to maintain and are more operator-friendly," said Reg Labelle, the company's national sales manager.

Since people working underground work long hours, Atlas Copco designs its machinery to be ergonomically correct and safe, which makes longer work schedules easier on the operators.

"Just as important is the aftermarket support of those products. Mining equipment lives a pretty tough life," said Don King, vice-president, underground rock excavation. "We do complete re-manufacturing, component rebuilds and have technical service personnel on staff."

## Community Involvement

The company has made a concerted effort to give back to the community, supporting several organizations, including Juvenile Diabetes, the Food Bank, United Way, the Dragon Boat Festival, Canadian Cancer Society, the Sudbury Wolves, and the Sudbury branch of the Canadian Institute of Mining, Metallurgy and Petroleum.

Atlas Copco was also the lead donor for Dynamic Earth's new theatre, which is named after the company. It officially opened to the public on March 8, 2007.

"Our partnership with Science North in the development of Dynamic Earth Phase II is a perfect fit with our company's core values," said Paul Healy, president of Atlas Copco Construction and Mining Canada. "It's important to us to be involved with initiatives that educate the public about mining and industry careers."

Fundraisers at Dynamic Earth are thrilled with ACCMC's major financial contribution towards the \$4.2-million project.

"They were first at the table with a significant amount of money towards the capital campaign and basically kick-started our efforts to secure over one million dollars from the community," said Guy Labine, Dynamic Earth's director of business development.

The state-of-the-art Atlas Copco Theatre is unique in that it presents films in high definition.

"It's pretty spectacular," Healy, said. "Visitors will be very impressed by this multi-purpose theatre."

Atlas Copco's interest in Dynamic Earth goes beyond giving to the community. The company encourages young people to consider pursuing careers in mining. With new and safer equipment, mining is no longer the laborious job it once was.

"Atlas Copco is proud to say that it has played a key role in the development of equipment that is used today," King said. "Drillers in some mines here in Sudbury sit in an enclosed cab with sound suppression, air conditioning and a CD player."

In addition, the mining industry in Canada has become more stable and long-term careers are possible.

"There was a time when working in mining was rather precarious with the ebb and flow that went on," King said. "Now it's a great place to work and people enjoy long-term careers."

The company believes that Dynamic Earth educates people about modern mining and careers in the industry.

"It's an opportunity to go underground to see what it's like to learn about the history of the area, to see where mining is going in the future, and we're pleased to be a part of that," King said.

## **Women in mining**

The mining industry isn't just for men. Lori-Anne Fleming, a product manager at Atlas Copco, is the perfect example of the opportunities for women in the mining industry. A graduate of Cambrian College's Geological Engineering Technology program, Fleming was initially hired at Atlas Copco as a product specialist working in the underground rock excavation department and assisting the product managers responsible for the drilling and LHD equipment.

"She's brilliant," King said. "Lori-Anne is responsible for upwards of 25 per cent of the business we do in Canada. She wields a lot of clout in the Canadian mining industry."

Reg Labelle, national sales manager for ACCMC, relies on Fleming's expert knowledge to assist in the sales process, and he would like to see more women pursue careers in mining and other industries Atlas Copco serves.

"We should be attracting a lot of women into industry," Labelle said. "There is just a handful who work in the Sudbury-area mines. If you go to Sweden, a lot of the underground work is done by women. We encourage them to join our company with ambitions to climb up the ranks."

Janice Leuschen 



Fleming is also part of a female mentorship program that Atlas Copco runs globally. She recently attended a conference in Belgium to meet and network with female colleagues from around the world, who are interested in furthering their careers in the company.

“Atlas Copco recognizes the contribution that women make to our company, so we set up this mentorship program where some of the female senior managers within the Atlas Copco group mentoring up-and-comers to help them get a good idea of what direction their careers can take or should take,” Labelle said..

Atlas Copco Construction and Mining Canada is one of the region’s major employers and supporters of initiatives that are important to its employees, the community-at-large and future generations of industry professionals.

“We are proud to do business here,” Healy said.

For more information about the company, visit [www.atlascopco.com](http://www.atlascopco.com).