

Rock Hard returns to T&T



Managing director of Rock Hard Cement, Ryan Ramhit

Rock Hard Cement officially returned to the T&T market yesterday after an absence of almost four years.

Ryan Ramhit, managing director of Rock Hard Cement in Trinidad, said the company was pleased by day one sales.

“The sales started off pretty well today. The sales are going according to what we anticipated. So we’re doing pretty good so far,” said Ramhit in a phone interview yesterday, “Everybody is happy. Everybody is really happy that we’re back on the market and they’re just happy for the Rock Hard Cement to be back on onto the open market.”

The company stopped operations in Trinidad and Tobago in September 2021 after it lost a legal challenge against the Ministry of Trade’s imposition of a quota and tariff regime relating to imports of hydraulic cement.

The company contended that the adjustment made to the quota in 2020 would cripple its operations in the country.

Rock Hard had been Trinidad Cement Limited’s main competitor in the local market prior to the pull out.

Since then TCL has raised cement prices five times, most recently in February of this year.

In April, the Trade Minister opted to reduce the duty rate on hydraulic cement to zero per cent, in response to TCL’s seven per cent increase in the price of the commodity in February. Those policies paved the way for Rock Hard’s return.

Ramhit said the company had resumed business with over 400 hardware stores.

Rock Hard Cement currently sells at a wholesale price of \$56, Ramhit said.