

**CANADIAN PLASTICS SECTOR COUNCIL LAUNCHES
ESSENTIAL SKILLS WEBSITE AND ASSESSMENT TOOL
AT PLAST-EX 2011 IN TORONTO**

Plast-Ex Booth # 2126 June 21, 2011 – The Canadian Plastics Sector Council (CPSC) is pleased to announce at Plast-Ex 2011 in Toronto, the official launch of their Essential Skills website and assessment tool. For the past decade, CPSC has been a premier provider of online HR management tools for businesses in the plastics processing and composites industries. As part of this new initiative, several industry partners have successfully taken part in a pilot project to ensure the site reflected industry needs.

CPSC will offer a comprehensive demonstration of the online Essential Skills assessments tool, the instant test results and the customized learning plans. The website provides an interactive, state-of-the-art product suite that assesses six skills: reading, document use, numeracy (math), writing, speaking and listening. All of the assessments can be conducted online and take about 20 minutes to complete. Users will be able to find information about occupations in plastics and measure their skills knowledge. The program generates a skills gap analysis and learning plan report that directs them to resources aimed at closing their gaps.

“We are fulfilling our commitment to strengthen workforce skills for the plastics industry,” said Diane Obam Dallaire, Essential Skills Project Manager at CPSC. “The website focuses on the fundamental skills to improve workers productivity levels, their safety records and technical capacity to perform certain tasks. Launching the product at Plast-Ex gives us an opportunity to meet with industry workers and employers right on the show floor, where we can demonstrate firsthand the features and ease of use of the program.”

Studies have concluded that the manufacturing and plastics industries are changing, and as new technologies, equipment and processes are being introduced, a stronger more knowledgeable workforce will be in demand. Enhancing on-the-job Essential Skills will directly impact job prospects and business profitability. Visit the CPSC booth # 2126 to learn more about the solutions they can provide to expand the industry’s human resources.

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About Canadian Plastics Sector Council (CPSC)

The Canadian Plastics Sector Council is a national not-for-profit organization created to explore and deliver innovative and effective human resources solutions to the plastics processing and composites industry. CPSC offers a suite of integrated products, services and technologically-advanced programs that encompass Skills Development, Skills Recognition, and Labour Market Information. They provide the industry with valuable web-based HR management tools, resources and industry best practices. CPSC

was the first in Canada to implement a certification program that recognizes the unique skills and competencies of practitioners in the Plastics Processing Industry, in addition to the National Occupation Standards, an industry benchmark. Established through the Sectoral Partnerships Initiative Program of Human Resources Social Development Canada (formally Human Resources Skills and Development Canada), the Council is a partnership of employers and employees in the industry. The CPSC is headquartered in Ottawa, Canada with an established network of professional industry representatives. Visit the website at www.cpsc-ccsp.ca.

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