

ISO certification latest Winter 2002/3

# EXPECT THE UNEXPECTED

In many cases companies undertake ISO certification for certain reasons and find unexpected benefits elsewhere. Yorke Towne Supplies Ltd provides a perfect example of this.

Company President Michael Harrison (pictured, right, receiving the certificate) originally decided Yorke Towne needed ISO because an increasing amount of his suppliers and clients had it.

Industry and supply chain pressure are common motivations for seeking certification, but after successfully completing the process in July of this year how does Mr. Harrison feel about ISO now?

**"I've been absolutely awe-struck by the benefits to our internal procedures and its positive effect on our company.**

**"For example, the documentation procedure threw up complaints that indicated a repetitive problem with one of**



**our paints. We were then able to trace it back to a supplier and tackle the problem at source rather than at end user, over and over again."**

Yorke Towne has been supplying paints, coatings and application equipment to industrial clients and contractors in the Ontario area of Canada since 1974.

In that time it has established a solid customer base and a reputation for outstanding customer service. However, as the example above illustrates, an objective appraisal of procedures, which is a basic principle of ISO certification, can always lead to improvements and optimise efficiency. Mr Harrison:

**"Two colleagues thought I was crazy to undertake ISO. After their experiences at previous companies they believed the cost, time and effort involved was astronomical and unbelievable. The QAS approach put paid to all those fears. All the QAS guys were terrific and we're so pleased we've signed up to do the QS 14000 certificate."**

■ [www.yorketowne.com](http://www.yorketowne.com)

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## ISO weighs in – and it's cheaper than you think!

The biggest concern about ISO certification for most small- to medium-sized enterprises is the time and money involved.

After all, what is the point in being ISO-compliant if the process cripples your company financially?

It is a concern that QAS aims to dispel, as President of Canadian Weigh Systems (CWS), Jim Reid discovered:

**"We had put ISO to one side for quite a while because of the cost and awkwardness of the thing. And then the QAS package was presented to me and it seemed like a far simpler approach and very**

**competitively priced, so we went for it."**

Mr Reid has a wealth of experience, having spent many years in the weigh systems industry before establishing CWS in 1977.

From its Oakville in Ontario headquarters the company designs and installs scale systems for all industries, specialising in heavy duty/high capacity systems for use in the steel industry.

While there was a certain amount of industry pressure, this was not Mr Reid's main motivation for seeking ISO certification for CWS.

**"My main reason for getting**

**ISO was the benefit internally. I studied what it set out to do in terms of laying down clear guidelines and policies and believed it would be an asset to the company. And there can be no argument that it is a positive thing. Everyone knows where they stand – no ifs or buts – and that relieves the pressure on me."**

Like many other businesses, CWS has been experiencing a somewhat quiet cycle of trade, but with a big contract secured recently, Mr Reid has good cause to be cautiously optimistic about the future.

■ [www.cws-weigh.com](http://www.cws-weigh.com)

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# Cleaning up with ISO

Young, dynamic and very disciplined perfectly describes the leading team of Mar GmbH, based in Schweinfurt, Germany.

This is a highly specialised company, dealing in cleaning systems for nuclear power stations. IMSM Area Manager Ernst Heppner presented the ISO 9000:2000 certification (picture, right) and was very impressed with Mar GmbH:

**"Our country needs entrepreneurs like Mar GmbH. By achieving certification the company is answering the needs of its clients and displaying the ability to carry out any task professionally and to the utmost satisfaction of the customer."**

Mar GmbH also have departments dealing in industrial cleaning and hygiene cleaning for HACCP. It is a demanding business and the company has built a strong reputation throughout Europe for the quality of its service.

Another German company with a growing reputation is MSA –

Maschinen Anlagen AG – based in Arnsberg. Its achievements have been recognised by the President of the Government, Dr Paul Beinhold, who recently met with MSA Managing Director Mr. Wilhelm Stöhr.

MSA deal in modern CNC technology, precise cutting equipment and powerful welding procedures. It produces highly precise tools

using the most modern digital technology. With precision integral to the business there can be no compromise on quality, which is why MSA turned to ISO certification.

Mr. Stöhr was impressed with IMSM's calm professionalism and handed over complete responsibility for the design and implementation of the system. In this way IMSM helped MSA achieve certification in only three months. A successful partnership and IMSM's Ernst Heppner praised MSA's philosophy of "always looking to lead and continually enhance the company".

■ [www.msa.ag.de](http://www.msa.ag.de)



# The colour of quality

In the heart of France, just 15km from Lyon, is where you'll find the very successful enterprise, Colorey SA.

From this central location the company can quickly and efficiently serve customers throughout France and the rest of Europe.

Managing Director Patrick Rey founded Colorey in 1981 and since then it has become a market leader in the field of buying and supplying pigments, dyes and chemicals for all industries

– in short a broker in colouring and chemical products. Colorey

has expanded steadily over the years and Mr Rey felt it was at a point where ISO certification would be of benefit:

**"We work with companies of all sizes and from all kinds of industry sectors. They need to be completely reassured of the quality of the products we supply. Our procedures and management were already aimed at this objective and ISO certification enables us to give evidence of this to new and existing clients, some of whom were beginning to ask for the standard to be in place."**

A comprehensive

website offers customers the ability to deal with

Colorey online and proudly displays the ISO logo.

And Mr Rey was impressed with the QAS service: **"It was good value for money, which made it affordable for a small company like ours. The service and availability of auditors was first class."**

In a very different industry but with equally strict demands on quality is EUPTECH, which is

and installations, deal with maintenance and give technical assistance. EUPTECH was prompted to seek ISO certification when its Oman branch demanded it, so that it could consult local oil companies.

Manager Joseph Droze was very happy with the certification process: **"We are very pleased with the QAS service and were particularly impressed with how motivated all of the QAS personnel are."**

It can also follow-up work on building sites

■ [www.colorey.com](http://www.colorey.com), [www.aceuil@euptech.com](http://www.aceuil@euptech.com)

# Formalise,



When we look at the motivating factors for seeking ISO certification, industry and supply chain pressure are invariably top of the list.

However, a growing number of companies have identified ISO as a means of optimising efficiency and are looking to it based purely on the benefits it will bring internally.

One such company is Swiss Precision Machinging Inc (SPM Inc) which is based in Niles, Illinois. Quality Control Manager Rodney Stallworth:

**"We took an internally-driven decision to get ISO certified in order to have a more coherent system in place. We wanted to organise a fragmented system and formalise our procedures and to that end it has been a huge success."**

It has also opened up new areas of business and SPM Inc are finding they can quote for jobs that were previously unavailable to them because ISO was a pre-requisite.

Mr Stallworth was keen to get the right people in to guide SPM Inc through certification:

**"I did my homework and spent about a month and a half looking at around fifteen**

**different providers. I decided on QAS because of the cost and the overall package. As it happens, the QAS advisor Ian Farquharson turned out to be a great guy and we are very happy with the service."**

Muthig Industries in Wisconsin also turned to ISO in order to streamline the company's

procedures. President Bruce Muthig:

**"The internal benefits are undoubted. We have been following ISO procedure for about five years so the audit went really smoothly and the process has definitely helped the company to run more efficiently."**

Tool die and stamping is Muthig Industries' business and one of their biggest clients made it policy that all vendors would have to be ISO certified by the end of

2003. So Mr Muthig is very pleased to be well ahead of the game. And this is due, in part, to the QAS approach:

**"We came to QAS because a consultant of ours had worked with them at a different stamping company and was very impressed. The quote was good and we have been very happy with the manner of the service, especially the speed and efficiency."**

Both these companies feel that business is looking better with Mr Muthig pleased to report that his tool shop is very busy.

By taking a pro-active approach to ISO certification, SPM Inc and Muthig Industries are in a position to react to their given industry demands and maintain an edge over their competitors.

■ [www.spmwisc.com](http://www.spmwisc.com)  
■ [www.muthigindustries.com](http://www.muthigindustries.com)

# organise, optimise



# Quality is integral for Raepak Ltd



Based in Norfolk, England, Raepak Limited are distributors of plastic bottles, closures and dispensing systems.

The two directors, Bernard Allen and Paul Randle, formed the company in 1995 after years of experience working for multinationals in the packaging industry.

It decided that it was time to seek ISO certification for various reasons. Mr. Allen:

**"I had been through the**

**process with a previous company and so was aware of the benefits.**

**"We were prompted to do it at Raepak because we felt it would put into context the systems we had in place and formalise our supplier systems."**

**"And it has been great benefit, especially as we are now using suppliers from the Far East."**

With expansion plans in mind

and new markets opening up, one of Raepak's key criteria when it came to putting the ISO standard in place was speed and efficiency.

QAS was able to satisfy these requirements and successfully guided Raepak to certification in July of this year.

**"The QAS service was very good and very prompt. Everything was done on schedule and without fuss."**

Raepak Limited's latest venture

sees the launch of a subsidiary called 'Shepra'. This will be dealing with Far East suppliers and initially the distribution of toiletry and cosmetic dispensers.

Two directors with a wealth of experience, a pro-active approach to business and an appreciation that quality standards are integral to the company certainly indicate that Raepak Limited's success is sure to continue.

■ [www.raepak.co.uk](http://www.raepak.co.uk)

## International Quotes

■ "There is no doubt that ISO certification has been a positive thing for our company. Everyone knows where they stand – no ifs or buts – and it relieves the pressure on me to have to constantly oversee things. I'm very happy with the process and the outcome."

Jim Reid, President,  
Canadian Weigh Systems,  
Ontario, Canada

■ "Our main reason for seeking ISO was that one of our major clients required it. However, we have felt huge benefits to the internal procedures of the company, especially in terms of traceability and documentation. So that has been a huge bonus. We are very pleased with the QAS service and have been happy to recommend them to other companies in the area."

James Waugh, Controller,  
Crescent Oil Company,  
Indianapolis, USA.

■ "QAS does what it says on the tin – they set timescales and stuck to them, were very helpful, made the process accessible – and the cost wasn't prohibitive."

Burgess Hay, Director,  
FirScot, Invernesshire, Scotland

■ "ISO formalised a lot of the procedures we already had in place. It enables the company to run better and relieves the pressure on me on a day-to-day basis, which is great."

Gerry McIntyre,  
Managing Director,  
Cootehill Precision Engineering,  
Co. Cavan,  
Republic of Ireland



■ Staff at Colosseum Online Inc celebrate after winning ISO accreditation

# ISO going online with Colosseum

Colosseum Online Inc began life in 1994, providing basic Internet services to the Canadian city of Vaughn, but very quickly evolved into a comprehensive Internet Service Provider (ISP) for the Greater Toronto area by 1997.

In the fast-moving business of Internet solutions, Colosseum is continuing to expand its range of services and customers, and ISO certification seemed like a logical part of this progression.

Chief Technical Officer Jean Crescenzi explains what he felt ISO could do for the business:

**"We felt it would give us a recognised quality standard, suitable for both local and international clients.**

**"We deal with a lot of Fortune 400 companies – hospitals and so on – and we believed our position in the market place would be strengthened with ISO in place.**

**"Since achieving certification**



**it has certainly helped us attract business and strengthened our bids/proposals for new business."**

A self-confessed policy and procedures man, Mr. Crescenzi believes they are integral to good business. Colosseum Online offers unparalleled technical support that pledges to 'solve any customer problem – period'.

Mr. Crescenzi is delighted with the way ISO has helped the company enhance the procedures to fulfil this promise.

**"Our procedures were good, but not as detailed as now. We**

**can't stall customers with problems; they want to be spoon-fed solutions quickly.**

**"We now have at least five solutions for all conceivable problems worked out in advance and available to our technical staff. And we are able to constantly expand our procedures to anticipate new scenarios to keep our service at a consistently high level."**

So, whether you're looking for residential dial-up or to integrate your small business with a computer network, Colosseum Online Inc is perfectly placed to offer a customised solution.

Just as QAS are able to provide an individually-tailored package for your company that will guide it to ISO certification.

Mr. Crescenzi for one is "very happy with the QAS service", and the benefits it has brought to Colosseum Online.

■ [www.colosseum.com](http://www.colosseum.com)

## Frequently Asked Questions

■ Some of my clients are demanding that we are ISO certified by the end of 2003. Is this realistic?

In a word, yes. Obviously, every business is different, but QAS have the resources and experience to tailor a package to suit your company's individual needs, whatever industry you are in. If time is a factor then our dedicated team will work extended hours to ensure deadlines are met and your business

opportunities are not curtailed in any way. However, our advice is to avoid time pressures by getting ISO before the industry backs you into a corner. As well as ISO 9001, we are seeing the environmental 14001 standard fast becoming a cross-industry requirement. So don't ignore the inevitable, and stay ahead of the competition by getting ISO certified now.

■ I'm looking for some kind of third party approval for my

company but we have a diverse and international customer base. Is ISO the right standard for us?

Absolutely. The ISO set of quality standards is internationally recognised throughout industry. Just look at the different clients we deal with who are included in this issue, from engineering to catering and from all over the world. Quite simply, it is the 'go to' standard for international companies.

Please send your questions via e-mail or post, to our worldwide head office where you can also arrange a no obligation meeting with your nearest IMSM business manager, if you require more detailed advice. See contact details on our website.