

IMPACT

TRANSATLANTIC ISSUE 1



IMSM Brushes Shoulders with Royalty



IMSM's area manager for the US, Richard Beacham, has managed to establish a thriving organisation in the most competitive marketplace in the world through miles travelled, hard contacts made, first-class support and nine years of concentrated effort.

Richard has reputable sales teams covering the East Coast and the Mid-West and is aiming to expand towards the West Coast. He estimates that 90% of IMSM's work comes from referrals from satisfied US clients, which has driven sales' growth to £7 million per year.

Richard believes in building IMSM's profile through networking in key industries, nurturing new and existing contacts and attending industry events. IMSM also boasts membership of a host of international associations, including the British American Business Council (BABC), the American Society for Quality (ASQ) and the British Quality Foundation.

One example was the success of the BABC's US Business Convention in Pittsburgh towards the end of 2003. BABC is the leading transatlantic trade and investment organisation acting as a conduit for US and UK companies to enter and expand in each other's market.

Richard says, "I met HRH Prince Andrew, The Duke of York, who was helping to promote British Trade with the US. The contacts that I made at this event are translating into more business for IMSM, so the effort put in to attending this kind of function is definitely worthwhile. People buy from people, so I firmly believe that personal contact and personal recommendation are the most powerful selling tools available to us."

Richard continues, "The British experience in quality standards and quality management is second to none. IMSM are building on that strong base and we aim to improve

our market penetration year on year. That means more professionalism, extensive industry-specific experience and assisting our clients in realising improved bottom-line profit as a result of the value that quality management can bring."

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A GROWING REPUTATION SHIELDED BY ISO

Lead Shield Engineering specialises in the design, production and installation of lead components or lead within steel fabrications, from ballast weights for boats to radioactive shields for the nuclear industry. Formed in January 2003, the company is based near the Brands Hatch racing circuit at Ash in Kent.

"The ISO 9000 provides customers with the confidence of product quality that is so essential when dealing with radioactivity."

Lead Shield's customer base is primarily within the medical, scientific and nuclear markets within the UK, although due to global shortage of companies with this sector knowledge

they are hoping to expand into the export market as the company reputation grows.

At present Lead Shield employs four full time staff and three part-timers, all of whom have twenty years plus experience within the industry. Managing Director, Richard Howard said that if current orders continue to improve, he is hoping to increase staffing levels during 2004. Richard explained that there was no

question of whether they should obtain ISO 9000, because any supplier within their customer base has to have this certification.

He said, "The ISO 9000 provides our customers with the confidence of product quality that is so essential when dealing with radioactivity. My only concern about the ISO 9000 was to produce a quality procedure and manual to conform to all of its demands and this was the main reason why we chose IMSM. They analysed our business, work ethics and requirements and then within a short time frame produced the necessary forms, procedures and manuals for us to work to. Without the facility provided by IMSM, I believe our effective start date would have been greatly delayed."

www.lead-shield.com



Everest Reaching its Peak with the Help of ISO



Everest Metal, based in Monsey New York, originally provided blending and buffing for femoral components. This capability quickly expanded to embrace multiple processes including skin belting, glassbead blasting, grit blasting, shot peening, machining, laser marking and robotic finishing. Everest employs a staff of 40 and has recently expanded internationally, opening a new facility in Cork, Ireland.

Everest Metal has extensive experience in the field of medical implant finishing, specializing in knees and hips. However, the company has processed an array of implant, trials and instruments including shoulders, tibial trays and cut off blocks. The Robotic Finishing Cell system allows Everest to provide the most consistent, highest quality components for larger volume projects.

Everest's General Manager, Phillip Milidantri, explained that their decision to go for ISO 9000 was based on customer requirements and that they felt the company would benefit through streamlining its current outdated quality system.

Mr Milidantri said, "As a result of certification, we were able to attain a new customer and have added about 5% to our business. We feel that it adds credibility to Everest."

Mr Milidantri continued, "We did not have any prior concerns about ISO 9000 and chose IMSM because we were told by a colleague that they had performed a good job with his company and that their price was competitive. The service they provided was excellent and we would recommend them to others."

He concluded by saying that he would like to thank Paddy and Richard for a job well done.

www.everestmetalinc.com

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A BREATH OF FRESH AIR FOR SIMTRAC



SimTrac was established in 1990 by Wayne Thornett and was originally named Thornett Mechanical Services, a company specialising in the installation and servicing of industrial air filtration systems. Over the years a business relationship was established with Allport Services who offered a similar service, but with different types of filtration systems. Combining forces provided the company with a competitive edge, since it had the expertise to cover all major makes and models of air filtration systems.

The company has since expanded through the takeover of a well-established steel fabrication Company and changing the company name to SimTrac Limited. Director and Company Secretary Simone Thornett said, "This has enabled us to offer a much wider range of services. For example, we built Solihull Rugby stand and fitted out a new local nightclub with stairs, handrails, toilets and the complete ventilation system. Quite a diverse array as you can see! We now employ over 30 people and operate nationwide."

Since the type of companies that utilise their services are largely Blue Chip industrial entities that are legally bound to ensure their Health and Safety protocol is up to scratch, the onus was on SimTrac to become ISO certified to both 9000 and

14000. Simone feels that the benefit of being ISO certificated is the confidence it gives to their potential customers.

Simone explained how her concerns about implementing the processes involved were overcome by IMSM. "Prior to discussing the implications with IMSM, I was concerned that there would be an awful lot of extra work involved, but IMSM put us at ease by showing that what we had to do really wouldn't be that difficult to implement and would, in actual fact, make our job a lot easier due to 'the paper trail' etc. We chose IMSM because they approached us just at the time we felt we had to bite the bullet! Their service has been professional, without blinding us with science and helpful, without patronising us. We would recommend them to others if the opportunity arose."

www.simtrac.co.uk

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WORKS OF ART MAXIMIZED THROUGH ISO CERTIFICATION

Compressors R Us, Inc. (CRU) has over 20 years' experience in the Compressor re-manufacturing industry. CRU was formed in July 1999 after the acquisition of Servidyne Inc.'s re-manufacturing division and was once one of the largest commercial HVAC service organizations in North America and Europe. Concurrent with the business purchase by Don and Shelly Rittgers, it was renamed to CRU and moved to its current home in Woodstock, Georgia.

The company produces 1100 compressors annually, with only six direct associates and two administrative persons.

CRU inspects, tracks and verifies all parts and elements of the complete receiving, tear-down, re-qualification, re-manufacturing, testing and shipping/distribution process. All processes are documented, from incoming status to completion, thus treating each compressor as a patient for its life's duration and perceiving each product as a work of art.

CRU President, Don Rittgers, explained that quality had to become an assumption in all aspects of the business evolution in order to build CRU as an outsource partner to the OEM sector. OEM manufacturers will only elect to exclusively partner with an outside manufacturer if they can produce equal or higher quality at a lower cost than themselves. Therefore, quality was assumed to fall under the banner of a series of ISO registrations, starting with 9001:2000.

"We measure all internal and external non-conformances and ISO provided the global method of documenting this methodology



and practicing continuous improvement of same."

Mr Rittgers feels that the benefits of ISO 9001:2000 certification are better products at the lowest possible cost, highest asset utilization, optimized profitability, and a safer/more fun place to work for all associates.

In praise of IMSM, he concluded, "We were originally going to another ISO facilitator, but we were impressed with Richard Beacham of IMSM and switched! IMSM has proven to be a very professional organization and we are now working on ISO 14001 certification by year-end 2004. IMSM is clearly a frontrunner in the total ISO planning process. For companies that are "on the fence" in the justification of ISO, they make the process relatively painless and cost effective. For companies that understand the necessity of ISO as a globally recognized standard of excellence, IMSM augments and leads the evolution to excellence."

www.CompressorsRUs.com

"IMSM is clearly a frontrunner in the total ISO planning process."

IMSM Ltd and IMSM Inc provide businesses with the practical expertise to add value through quality and efficiency. The company has developed a strong network in Europe, USA, Canada, South Africa, Malaysia and Australia.

IMSM's fully trained team of auditors hold recognized IRCA (International Register of Certified Auditors) qualifications. As an active member of the British Quality Foundation the organization is itself continually assessed to ensure it delivers its promises.

Contact: Richard Beacham

UK Office: The Gig House, Oxford Street, Malmesbury, Wiltshire, SN16 9AX

T: +44 (0)1666 826065 F: +44 (0)1666 826050

USA Office: 25 Burlington Mall Road, Suite 300, Burlington, Mass 01803

T: 646 246 7388 F: 01144 1666 826 050

Email: imsimglobal@aol.com Web: www.imsim.com