

# Quest

AUTUMN 2004



ISO CERTIFICATION LATEST

AUSTRALIA

## IMSM continues to open up new markets



Since establishing itself in the UK, IMSM has grown steadily over the past 10 years and has built strong local networks in Australia, the USA, Canada and South Africa as well as throughout Europe.

In May, IMSM continued to expand by targeting Malaysia in the next stage of its global strategy, opening a new office in Kuala Lumpur. IMSM Managing Director, Michael Bright told Quest, "IMSM are already well established in Australia and the company is keen to extend its business in the Pacific Rim region. As soon as I arrived in

Malaysia I could see that we could make a real difference for local companies and establish a successful business operation. With the support of the British Malaysian Chamber of Commerce, everything just seemed to fall into place. It soon became clear that a lot of Malaysian companies are looking to land contracts with the larger corporations. When I explained how obtaining ISO certification can help with winning those kinds of contracts then there was real interest in the support that we can provide." He continued, "We aim to recruit and train specialist advisors and assessors locally, just as we did in Australia."

To date, IMSM has helped 5,500 companies around the world achieve ISO 9001. No doubt the number of satisfied customers will continue to grow along with its worldwide presence.

## High quality hydraulics



Nordon Cylinders was founded in October 1972 by Norm Johnson to accommodate the growing need for good hydraulic products to all sectors of industry. In 1982 Fay Vogelzang joined the company as Sales Director and the combination of the two directors' engineering and sales skills ensured that the growing business flourished. Based in Brendale, Brisbane, the company still has the same strong commitment to quality, service and customer satisfaction after 32 years.

Nordon Cylinders supplies a broad range of hydraulic cylinders to agricultural and industrial clients, and also has a select base of OEMs that utilize Nordon's cylinders in the manufacture of their own products. The company has experience of designing and producing quality components for everything from a simple barber's chair to the high demands of mobile excavators and blow and injection moulding



Production Manager Mark Geltsch with Fay Vogelzang and Norm Johnson, the Directors of Nordon Cylinders.

machines, which work 24-hours a day, seven days a week, requiring only one shut down per year. Another example of the company's ability to perform to a very high standard is the manufacture of lube oil trolleys for the Tarong Power Station.

Currently employing 34 people, Nordon Cylinders has a strong distribution network throughout

Australia, providing technical as well as after sales support, and began exporting in 2004.

In February, the company achieved their aim of giving customers added peace of mind by obtaining an internationally approved quality management system, being guided to ISO9001 certification by IMSM. Not long afterwards

**"It is a powerful marketing tool that can increase profitability through consistency in processes"**

Fay Vogelzang told Quest, "We chose IMSM because the customer service was so good." She added that although it was still early days, they would soon start seeing the results of the implementation of ISO 9001.

[www.nordoncyl.com.au](http://www.nordoncyl.com.au)

## InQuest

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# Refreshing efficiency

IMSM selects its Business Managers and Assessors based on their business experience, as well as their knowledge of the ISO standard and particularly how it applies to small and medium sized businesses. Since setting up in Australia in 1998, IMSM's experienced team has been working hard to bring the benefits of

ISO certification to companies throughout Australia. Two of Jeff Li's valued clients based in the Brisbane area specialize in air conditioning systems – one for buildings and the other for transport. Here are two good examples of how ISO certification is helping to make businesses more efficient.

## Pro ISO

Located in Enoggera, Aair Pro specializes in the design and installation of high quality ducted and split air conditioning systems for buildings. Today, this thriving business established in 1995 provides an outstanding service to both domestic and commercial customers throughout the Brisbane area.

**"ISO certification...  
...helping to  
improve  
performance,  
efficiency and  
profitability."**

To support the workforce and ensure that their own internal business systems run smoothly, in 2004 Aair Pro chose IMSM to guide them to ISO 9001

certification. Company Sales & Marketing Director, Fabian Foley, who was involved in the ISO implementation explained, "IMSM helped us to put our manuals together in

a user-friendly format, the process taking just a couple of months to complete.

"The cost was affordable for a small business like ours and ISO certification has resulted in the company adopting usable

In addition to selling a complete range of Daikin products, Air Pro has its own service department, boasting a strong team of fully qualified technicians capable of handling repairs to any make or model of air conditioning system.



Jeff Li presents the certificate to Aair Pro Director, Fabian Foley, who is responsible for the company's QA

systems that are helping to improve performance, efficiency and profitability; whilst for our customers it means added reassurance.

"The service from IMSM was very good", Fabian added. "It was efficient and meaningful to our business."  
[www.aairpro.com.au](http://www.aairpro.com.au)

## Top condition

Established in 1981, Crisp-Air is a market leader in the manufacture, installation and maintenance of world-class transport air conditioning and refrigeration systems. Over the years, this privately owned and operated company based in Brisbane has built a solid reputation while supplying systems to the Australian Defence industry and Queensland Rail as well as agricultural, mining, marine and transport industries.

Maintaining a position at the industry's leading edge underlies Crisp-Air's dedication to develop new innovations as part of an ongoing product development program. Having their own design and testing facilities, the company is able to meet the requirements for custom built systems to suit all environments – even the savage

conditions of Australia's northern regions. Regular equipment upgrades also ensure Crisp-Air is able to provide systems that remain both cost effective and efficient. Indeed, their experienced team of skilled

engineers ensure the best quality products at all times.

In December 2003, the company confirmed its commitment to quality management by achieving ISO9001 certification. As General Manager, Michael Robertson, told Quest:

**"Having ISO Certification enhances the customer's opinion of a quality product"**

"In today's market, now more than ever, customers require a quality product that performs to the highest standards. Having ISO Certification

enhances the customer's opinion of a quality product. We were able to sign a large Government contract within months of achieving certification. This certainly saw the payback for our effort achieved in a very short period, and production continues to show quality improvement."

When asked why Crisp-Air chose IMSM as an ISO partner, Michael explained, "The quality of service provided by IMSM is of the highest calibre. All IMSM staff were professional and efficient. I rang other users to gain their feedback and I must say all had the same positive comments and outcomes that we achieved."



Michael Robertson, General Manager of Crisp-Air, with IMSM's Jeff Li.

[www.crisp-air.com.au](http://www.crisp-air.com.au)

**Call IMSM for more information on certification - today.**

# A European network



Allied Telesyn International is one of the world's leading enterprise networking organisations. Formed in 1987, this privately owned company is part of the Allied Telesis Group, which has offices located in 60 countries and over 3,000 employees around the globe.

The group's purpose is to provide high quality end-to-end networking solutions that offer organisations of all sizes a trusted source for all their current and future

communication requirements. Today, ATI is the world's number one provider of affordable and highly reliable network solutions to both the enterprise sector and small/medium business segment. It boasts over one million customers worldwide.

Since October 2003, IMSM has helped bring added reassurance to customers throughout Europe by certifying five of the group's sales divisions for ISO 9001, including Allied Telesyn

**"it's important for us to meet ISO9001...  
...as our customers are compelled to carry out supplier audits"**

International operations in the UK, Italy, Austria, France and Germany, as well as their shipping centre in Amsterdam.

IMSM has also guided the European Service

Logistic Centre in Swindon, Wiltshire, to certification, as Gary Cooper, International Service Logistic Director, told Quest: "As the repair centre, it's important for us to meet ISO9001 because more and more of our customers, as part of their quality programmes, are compelled to carry out

supplier audits. It's imperative for them to have repairs done to an acceptable standard. The fact that ISO9001 is acceptable internationally saves them an awful lot of time and money in carrying out the audits."

IMSM Managing Director Michael Bright commented, "For companies like Allied Telesyn which operate in a number of international markets, achieving the ISO standard across the organisation makes good business sense."

[www.alliedtelesyn.com](http://www.alliedtelesyn.com)



A range of products from Allied Telesyn, who specialize in end to end connectivity, enterprise and operator networking solutions.

# Securing peace of mind



Electronic Security Queensland is a Brisbane based company providing alarm monitoring services

for customers located not only in Australia and Tasmania but also around the globe. Created by Managing Director Nigel Longhorn in 1994, ESQ operates a Central Station with a 24-hour Monitoring Centre at its headquarters in Fortitude Valley. In addition to offering bureau services to installers, the company can arrange patrol and security guards if required. Technical support, training and reporting services are also available as well as GPS Tracking.

ESQ has always recognised the importance of having a quality

management system in place and, at the end of 2003, confirmed its commitment to ISO certification by upgrading to the latest standard despite moving premises during the process.

Nigel Longhorn commented, "We had a need to keep in step with changes to the standard in order to continue working within Government guidelines. IMSM was a valuable part of our upgrade process. The most notable aspect was the way in which

the team worked towards our goal and kept us on track during our relocation. As we were using the QA system prior to the update, we maintained the reporting and accounting procedures. However, ESQ now has a new focus on customer service and training."

**"Certification has also given us the ability to meet a section of our industry needs not previously covered"**



Jeff Li with ESQ's Managing Director, Nigel Longhorn.

This means that clients will not only continue to enjoy the reassurance of knowing that Electronic Security Queensland maintains a quality management system, but they will also benefit from enhanced levels of service.

Nigel agreed, "ISO 9001 is important to our company as it

gives us an accurate process that tracks information. Certification has also given us the ability to meet a section of our industry needs not previously covered - adding to our credibility."

[www.esq.com.au](http://www.esq.com.au)

Visit [www.imsm.com](http://www.imsm.com) to download more case studies...



# Rapid response



Pirtek is a derivative of the tire and rubber giant Pirelli Technology.

Specializing in on-site replacement of all types of hydraulic and industrial hoses and fittings, Pirtek mobile units provide customers with an expert service that's available 24/7. With an E.T.A. of one hour, each rapid response van is manned by a trained service technician carrying a full range of hoses and fittings. Products are also available over the counter at the retail hose service centers that serve as home base to the mobile

fleet, and can be assembled while you wait.

The franchise started in Australia over 21 years ago, arriving in the USA in 1996. It currently does business in 14 different countries worldwide and turns over annual sales worth more than (U.S.) \$80 million.

**"We have found that ISO certification has benefited us from a sales and marketing standpoint".**

Ken Adair has run the operation in Elk Grove Village, Illinois, since 1998 and recently opened a second location in South Holland. In March 2004, looking for ways to improve quality whilst at the same time reducing costs and increasing sales, Ken found that achieving ISO9001 through IMSM

was not only quick and easy but also delivered real savings.

He told Quest, "With two locations it became even more important to set procedures down in writing. Not only do we have everyone on the same page on day-to-day procedures but we have a monthly plan for review of the different aspects of the business. Experience is a great teacher, but evaluated experience really changes what you do. We are now proactive in our approach rather than just reacting to circumstances as they occur. This has reduced stresses on our people, customers and the bank account."

[www.hoseguy.com](http://www.hoseguy.com)



Pirtek O'Hare Crew



Pirtek South Holland Crew

# Quick Quotes



"IMSM offers a radically different approach. They are fast, efficient and provide a comprehensive service"

Mr Bouchinet, Director, Hitec. Champlan, France

"We were very pleased with IMSM's overall knowledge, response time, and how friendly the representatives were. They complemented our efforts, making the certification process more adaptable to us. The service was excellent."

Katie Jensen, Office Manager, Innovative Metal Fabrication Inc., Roseville, Minnesota, USA

"The service was very efficient and helpful."

David Whaley, Sales Director, WMB Stainless Belfast, Northern Ireland.



# A better position



Thorpe Molloy's office in Aberdeen opened for business in September 1997 to provide specialist

recruitment services for accountancy staff at all levels, both temporary and permanent. Two years later they opened an Edinburgh office and, in 2002, the company continued to expand by establishing their "Office Support" division, which deals with the recruitment of experienced HR, administration and secretarial personnel.

Employing a team of 20 experts, Thorpe Molloy serves a range of different industries in the private and public sectors. Noticing that a lot of tender applications ask if prospective business partners have a quality management system in place, Thorpe Molloy opted to be guided to ISO 9001 by IMSM and successfully achieved certification in May 2004.

"ISO 9001 differentiates us in a competitive market", explained Director Karen Molloy. "It is a powerful marketing tool that can increase profitability through consistency in processes and continual improvements in operations."

"We are launching a new overseas division to coincide with the start of our new financial year in September and are taking the opportunity to launch our new website at the same time. As we grow, ISO 9001 will form a firm

foundation through which to change and continually develop.

"Initially we did have some concerns that the process would be lengthy and expensive but the service from

IMSM was useful and we were ultimately happy with the timescale taken. We used the six-month process to involve employees in company wide initiatives, ultimately leading to



Rub Vaughan-Henry of IMSM with the Directors of Thorpe Molloy: Judith Thorpe, Karen Molloy and Vicky Culley (left to right).

more buy-in and pride in the certification."

Karen added, "We believe that more effective monitoring may help improve customer satisfaction, which is now at the very heart of our quality management system. We are also due our reassessment for our Investors in People accreditation and feel that winning ISO will help us achieve a successful outcome."

[www.thorpe-molloy.co.uk](http://www.thorpe-molloy.co.uk)

**"It is a powerful marketing tool that can increase profitability through consistency in processes"**

# Exhibition dates...

14-15 October 2004

Springworld Chicago

20-27 October 2004

K2004 Dusseldorf

10-11 November 2004

Irish Water, Waste & Environment Dublin

10-12 January 2005

Pacific Design & Manufacturing Anaheim

1-3 February 2005

Logimat Stuttgart