

# Quest

FALL 2004



ISO CERTIFICATION LATEST

USA

## 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 the USA, Canada, Australia and South Africa as well as throughout Europe. Following the company's rapid expansion in California, IMSM targeted Malaysia in the next stage of its global strategy, opening a new office in Kuala Lumpur in May of this year. IMSM Managing Director, Michael Bright told Quest, "IMSM are already well established in the United States and Canada 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 the US."

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.

## 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.



Pirtek O'Hare Crew



Pirtek South Holland Crew

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.

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

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."

"We anticipate that more manufacturing business will come our way as we let them know that we are certified", Ken added. "Many of our customers are also certified. They know what it takes to get the standard and have a respect for other businesses that accomplish certification."

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

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# Greater accuracy and control



Originally founded in the 1940s, Accurate Elastomer Products is one of the United States'

leading suppliers of small natural and synthetic rubber components. Serving original equipment manufacturers in the automotive, aerospace, electronics, toy, medical, defense and appliance industries, AEP's distribution network now stretches from coast to coast and beyond into Canada and Mexico.

For the past 50 years, the company has been headquartered in San Diego at an impressive 75,000 square foot facility complete with its own machining centre where AEP currently manufactures in excess of 20 million rubber components a month.

In 1999, acknowledging the need to assure customers of the



highest quality products, AEP began procedures to gain ISO 9001 – a big undertaking for a company of their size.

Damarie Rodriguez, the company's ISO Representative and HR Manager responsible for AEP's 70 employees, commented: "IMSM's Business Managers, Theresa Latosh and Sam Whiting, did everything possible to accommodate and

satisfy all our needs. They delivered a great service. The audit went smoothly and we were very pleased when the auditor found no non-conformances.

"For us, being part of ISO means that members of staff are more aware of their

responsibility in maintaining a high level of quality control. Since becoming ISO registered in 2001 we have seen improvements in our internal

procedures, especially in terms of traceability and documentation. Certification has helped us reassure customers of the high standard of our management system. As a result, we are now receiving more inquiries from the aerospace and automotive industries".

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

**"As a result, we are now receiving more inquiries from the aerospace and automotive industries"**



(From right) Richard Conner, President; Damarie Rodriguez, HR Manager; and José Martinez, Plant Manager of AEP in San Diego.

# Vital Source



As one of the world's largest independent stocking distributors of electronics components, Vital Source has a diverse inventory of over 1 billion parts, and annual revenues of \$50 million. With its headquarters in Lake Forest, California this financially strong company serves only distributors, so reliability is key to their success. It's vital that they maintain the highest levels

of service, delivering the right products at the right price, on time, every time. Hence the organization is designed to work effectively around the clock and around the globe. Their broad network of product experts, based in offices throughout the US and overseas, work as a team to ensure customers get what they want, when they want it.

Quality management has always been a priority and this was confirmed when Vital Source achieved ISO9001 certification

within just a couple of months. Sid Mohasseb, Chief Executive Officer of Vital Source, told Quest: "IMSM have done a good job in terms of structure and processes. Everything went very smoothly. Of course, part of that has to do with how organized you are to start with. At Vital Source we care about ISO's basic elements – quality and control – so we already had procedures in place. The

**"ISO certification certainly gives us more credibility".**

best thing that ISO did for us was put it in a consistent format. ISO certification certainly gives us more credibility. There's a certain comfort factor for our customers – and our customers' customers – knowing that we don't just

claim high standards of quality control, but that they're verified by a third party. This is important as Original Equipment Manufacturers often define that the everyone in their supply chain is ISO certified".

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



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

# Uplifting quality

Founded in Chicago in 1957, Intrupa Manufacturing Company Holdings (IMCH) has



grown into a leading manufacturer and wholesale distributor of

replacement parts for materials handling equipment, with sales and distribution centers across the globe. Moving to its current headquarters in Grayslake, Illinois in 1985, IMCH today offers a single source supply for fork-lift trucks, personnel and burden carriers, and plant maintenance equipment throughout the USA.

To date, three of the Group's subsidiaries have been guided to ISO 9001 certification by IMSM. The IMCH Reno Warehouse serving West Coast customers was the first to be certified by QAS in 2002, with MHS

Automation (specializing in precision-engineered components) and CMC/EVC (manufacturing electrical contacts and electronic vehicle controls) following suit in 2003.

Joe Rollhauser, IMCH's Engineering and Quality Manager who was responsible for ISO implementation at all

three facilities, told

**"...our level of service has improved in the eyes of many customers"**

Quest: "We felt a need to document our quality processes for consistency throughout the organization. We wanted a uniform process for handling quality related issues and customer satisfaction. Some of our customers were asking about it. It was also important to stay ahead of the competition".

He continued to explain why it is important for the Group to maintain its ISO status:



IMCH certification at their Reno

"ISO 9001 certification is a driver for continuous improvement and provides to the employees a better understanding of what the goals and expectation are. It has resulted in a higher level of pride and ownership of the work processes. By focusing on the elimination of the root causes of customer issues, our level of service has improved in the eyes of many customers".

"We chose IMSM because of their expertise and overall value compared to the others we considered. They just about

did everything for us when it came to the manuals, procedures and documentation. Many of us expected the ISO process to be complex and time consuming to the point of going beyond the available resources. IMSM provided the extra resources and simplified the process. We will be working with them again in the near future. The service they provided was excellent".

[www.intrupa.com](http://www.intrupa.com) and [www.liftparts.com](http://www.liftparts.com)

# All systems go



Ari's Silicon Valley headquarters.



Aries Research Inc was founded in 1989 in Fremont, at the heart of Silicon Valley.

Today, with offices in USA and Japan, this international company is at the forefront of the network-computing business. Over the years, ARI and its products have gained a reputation for superior reliability, outstanding service and support, meticulous attention to detail, and the ability to meet and exceed even the most demanding of requests. As a

result, the company has delivered customized technology solutions to some of the most sophisticated and discriminating organizations around the world. ARI has worked on a wide range of projects from workstations on NASA's Space Shuttles to cluster servers for the Japanese municipal government. On 1st January 2004, the company demonstrated its commitment to quality and continuous improvement when it successfully achieved ISO9001 certification. As Systems Engineering Manager, Steve Wang, told Quest: "Aries Research is a Systems Integrator and Value-Added Reseller, specializing in custom-built SPARC and PC platforms, as well as custom software solutions. ISO certification demonstrates to

our current and future customers that Aries Research is committed to excellence. It has allowed Aries Research to tap into previously unavailable markets, which see ISO certification as a requirement for doing business".

**"...has allowed Aries Research to tap into previously unavailable markets".**

Steve explained that although ARI began the process with a degree of apprehension, they found that IMSM's expert guidance dispelled their fears. "We had many concerns about ISO9001 as we had previously attempted, and failed, to achieve ISO certification. The biggest concern was the amount of time, money, and paperwork required for certification. IMSM helped

overcome these concerns by reviewing the entire process in a simple, and easy to understand format. They showed how the ISO requirements could be shaped to conform to our existing processes, instead of changing our processes to fit into the ISO requirements".

Being registered for ISO9001 has already proved beneficial for Aries Research Inc. Steve added, "We recently won a bid on a new account to integrate and test systems for a local computer hardware vendor, and being ISO certified is what made the difference".

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

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



# Forging ahead



Based in Roseville, Minnesota, Innovative Metal Fabrication Inc manufactures precision sheet

metal component parts for customers throughout the region. Established in 2001, the company was guided by IMSM to meet ISO 9001 standards at the beginning of last year and was awarded certification by QAS in May 2003.

IMF's Office Manager and ISO Representative, Katie Jensen, told Quest: "We thought certification would be a long process, but it was not – it took just 3-4 months. Now with a complete program in place, we are seeing a number of

benefits. Employee training is easier to implement, tracking orders is straightforward, our employees are now more involved in quality control, and our overall shop management is more controlled. With our guidelines set, customer satisfaction is assured."

**"Our current customers are very satisfied and excited with our new certification to ISO."**

Katie told us that productivity has also improved. "We now have less rework and are more effective in our overall performance. We have also noticed improved staff motivation and efficiency. Our current customers are very satisfied and excited with our

new certification to ISO. This gives them more confidence in working with a company with such high standards of documentation and overall process of their orders."

"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."

Email [kjensen@zennet.net](mailto:kjensen@zennet.net)

## Racking up assurance



Founded in 1989, The Ken Kat Corporation is an experienced metal fabrication

company specializing in the design and manufacturing of metal racking and specialized reusable metal containers for major manufacturers in the automotive industry.

The company has a strong engineering department with high-level CAD skills. They have the ability in-house to translate CAD data from any program currently in use in the automotive industry. This means they can quickly generate a concept for a specialty rack in 3D solids, enabling them to estimate an accurate cost of the rack early in the program. This capability has proven to be invaluable to customers throughout Ontario, Ohio and South Carolina.

At the company's base in Barrie, Ontario, over 45,000 square feet of manufacturing space and 3,000 square feet of office space are devoted to the design, engineering, prototyping, testing and production of quality products.

In October 2003 The Ken Kat Corporation received ISO 9001

certification, reflecting its commitment to quality and to meeting the standards required by the major automotive manufacturers. President Brad Wagner told Quest, "ISO certification is a requirement for suppliers to most of the key companies in our target market. Implementation of a quality management system supports and facilitates our goals of increased sales, productivity and customer

satisfaction. In addition to giving us greater sales opportunities, it also makes our shop floor organization more streamlined and instills a higher degree of professionalism among The Ken Kat Corporation's 50 employees."

He added, "I was concerned that the company would become bogged

down in endless meetings, forms and paperwork. Our representative from IMSM did an excellent job of working through the process with us. We were able to merge our current working system into the requirements of ISO while keeping the paperwork streamlined and manageable."

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

**"ISO certification is a requirement for suppliers to most of the key companies in our target market."**



The Ken Kat Corporation, based in Ontario, specialize in the design and manufacture of metal racking and specialized metal containers

## Quick Quotes



"The service we received from IMSM was very good. It was efficient and meaningful to our business".

Fabian Foley,  
Sales & Marketing Director of  
Air Pro, Enoggera, Australia.

"Working with IMSM was like a partnership. We sat down together and looked at our business practices and identified areas where things had been overlooked. Consequently, we now have a number of new systems in place that make procedures far more efficient."

Paul Hampton, Managing  
Director, Express Printing,  
Bognor Regis, UK

"The service was very efficient and helpful."

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



## 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