



IMPACT

ISO 9001

Established in 1989 in Queensland, Australia, Duratray Transport Equipment specialises in complete traybody solutions. They manufacture aluminium and steel tray bodies and a wide range of accessories from toolboxes, roller drawers, water tanks and racks, tipping bodies, service bodies, mine fit-outs, cranes and tailgate loaders. They offer solutions for all available makes and models of vehicle to ensure there is a solution for every requirement.

Duratray initially invested in ISO 9001 implementation back in the '90s. But Duratray was "spending a lot of money and never getting the final certification", and the process was "extremely time-consuming and complex" with the initial consultancy with which they worked.

After making the decision to move to IMSM, the process was "very straightforward and as simple as possible." This road mapped approach fulfilled the key reasons the General manager, Daryl Muller, chose to work with IMSM. The professional service ensures ISO is "affordable and easy to implement," saying he "definitely would not" implement another ISO without the expertise of IMSM. With over 25 years of experience, IMSM understands the best way to work with various businesses within a range of industries.

Working with IMSM to implement an ISO standard ensures the process is as straightforward as possible, "IMSM and the team have been a pleasure to deal

with. The process was made easy to understand and implement, the costs quite reasonable, and the Trainers & Assessors always helpful and sharing ideas about how to improve." One of the most critical aspects of implementation is the Assessor that works with you. IMSM understands the importance of this relationship, ensuring the process is smooth, and your company gets the most out of the ISO implementation process. Providing an experience that is "flexible, accommodating, helpful." This experience ensures that Daryl has "no hesitation recommending IMSM to any company wishing to move ahead."

"I would strongly recommend IMSM to any other small business wishing to move ahead and implement a Quality Management System."



They first implemented ISO in 2014 to support "improved business practice and to compete in the Government and Council market." However, ISO certification has benefited Duratray by also making "improvements to workflow, reduction in errors and importantly fixing the root cause, not just the particular job or non-conformance." This analysis of root cause is why ISO is so valuable, as it reduces costs long term and lifts business performance through constant improvement. It also helps small and medium-sized businesses as it "increases credibility and confidence when dealing with larger organisations." Larger companies want to make sure you are a trustworthy element within their supply chain and are confident with the quality and reliability of your product and services.



"Having our business ISO 9001 certified adds credibility to the organisation, but the processes and procedures introduced make for a far more productive and efficient workplace throughout the entire structure."



BENEFITS OF ISO 9001

The benefits of investing in a Quality Management System are vast and can be unique to your specific business, but could include:

- Improved processes and effectiveness
- Increased customer satisfaction
- Reduced operating costs
- Competitive advantage
- Improved stakeholder relationships
- International credentials
- External and internal recognition
- Improved staff morale
- Improved risk management