



# IMPACT

## MULTI STANDARD

Thuy Vu knows a thing or two about the legalized Cannabis Industry in the USA. As Director of Operations, Regulatory Affairs and Business Development at Hammer Enterprises, which is one of the largest vertically integrated, ISO 9001:2015 certified, USDA Organic Certified, Non-GMO, Kosher industrial hemp companies in Colorado, her passion is palpable and her knowledge extensive.

With Thuy's impressive background which includes a 'Bachelor of Science Degree in Microbiology', and her past involvement with spearheading public health inspections which helped to set precedent for the application of food safety regulations in the extraction and manufacturing processes of marijuana, it's no wonder that it appears that Hammer Enterprises will likely be the first Cannabis farm in Colorado to hold three important ISO standards: ISO 9001, ISO 17025 and ISO 22000 with the support of IMSM Ltd.

**"We will probably be the first cannabis company in the state with all three" Thuy explained. "We are definitely trying to set the standard on all our Hammer products. At every step of the way, we strive to be the best we can be and lead the way into the industries future."**

These are impressive claims given that there were 1177 licensed companies in Colorado during 2019.

Implementation of all three ISO's has been part of 'Hammer Enterprises' marketing strategy and personal philosophy. As one of Colorado's leading ingredient

suppliers, distributing a wide range of raw materials for the food, fashion, personal care, nutraceutical, pharmaceutical, pet supply, cosmetic, and medical research industries, it's been important for them to set the standard for the CBD industry and provide quality and consistency to all their customers.

"Each season, we grow over 500 acres of USDA-certified organic land as well as over 600 acres of transitional organic land. Our industrial hemp is grown without the use of pesticides or chemicals, and no harsh solvents or chemicals are used throughout our extraction and purification processes. We believe in doing things the right way. Because we believe that's the only way to truly provide the highest quality CBD on the market and exceptional products to our clients with every order."

Hammers 'vertical integration', is at the heart of their strategy, profoundly assisted by implementation of their ISO standards. A vertically integrated company owns or controls its suppliers and distributors, which ensures a robust and reliable supply chain thus producing improved efficiencies and cost reductions.



“ISO 9001 is a good foundation when starting with standards, embrace it with your whole team and understand it,” was Thuy’s advice to others. “ISO 9001 definitely primed us for ISO 17025. Once we got to ISO 17025, because of implementing certain systems and record-keeping, it really was a pretty easy process with the help of IMSM...”

Hammer Enterprises runs its own in-house quality assurance and quality control analytical testing laboratory as part of its vertical integration.

Working with IMSM on implementing the ‘ISO 17025 Laboratory Competence’ has ensured the business will also be prepared for future legislation that could potentially be brought in by Colorado’s State Health Department.

Other Cannabis lab owners often ask Thuy “Why do you want to put yourself through that? It doesn’t really matter if you are doing it for your own testing?”

“ISO 17025 is going to be extremely important for cannabis testing laboratories in Colorado if they don’t yet hold this standard. We are just waiting for the state health department to determine what the final certification will look like. I have no doubt in my mind that they will require ISO 17025 as well as proficiency testing.”



Finally, ISO 22000, food safety management, forms the ISO trilogy that Hammer Enterprises are currently leading the way with. Offering healthy and versatile CBD/Hemp high-quality ingredients, which can be consumed in numerous ways, it is vitally important to implement effective control measures and comply with current food safety standards across different continents.

Thuy Vu describes herself as a “onewoman army trying to make a dent”.

“We definitely stand behind the quality of our products and being very proactive in anticipating where regulators are going to go. We’ve been doing things that the state is wanting to enforce within the industry for years.”

With a strong advocate for the Hemp/CBD industry at the helm of Hammer Enterprises, Thuy Vu is undoubtedly leading the way for quality, standards, assurance and women within the Cannabis industry in Colorado. With IMSM’s help, one thing we know for sure, they will be firmly securing their position as a leader in their industry.