

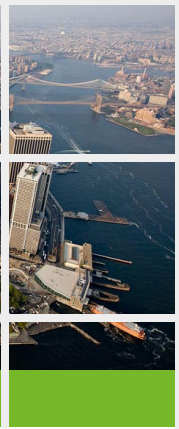


impact

Issue 92 - ISO 9001 in New York



iso specialists



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ISO 9001 in New York



Fourteen years ago when I first started presenting ISO to potential clients in the New York market many companies I visited had no knowledge of ISO. I would get resistance such as " I have Mil I 45208A so I don't need it, or how are you going to tell me how to run my business? Its not for me, I'm too small. It's too expensive, we've been doing it our way for years.

As a native New Yorker I was used to being told I had 5 minutes to explain the program and then get out.

Times have changed as most of you know. Nowadays we work in a global marketplace. The days of a handshake and wink have gone the way of rotary phones.

Companies have become proactive to quality as they realize that business 101 dictates "for every dollar saved internally two less dollars in sales need to be accomplished.

All companies state to potential clients they are the best and in many cases unique. If they didn't think they were the best would they be out there selling?

While ISO is a great selling tool, in many cases it is mandatory to be included in the tendering process .

How many companies have all process and procedures stored in a few key heads within the company?

By documenting your system you will be able to identify weak areas, take preventive rather than corrective actions, not fix the mistake but analyze why the mistake happened and correct the root cause, and increase consistency which equates to happier clients.

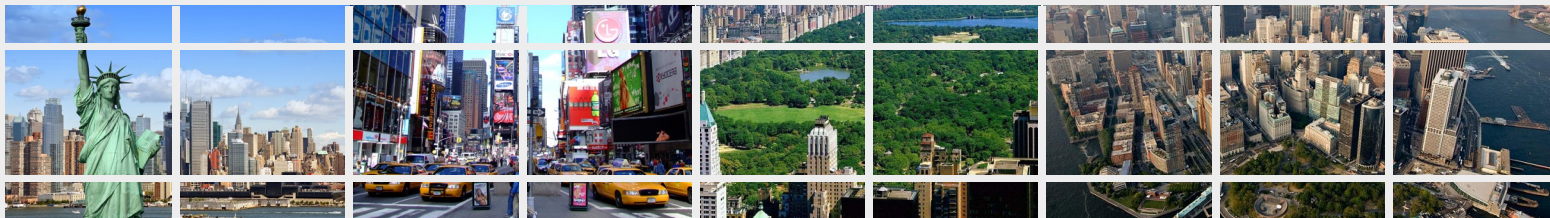
I like to say you will have all your employees singing from the same page or pulling the rope in the same direction.

Documenting job training and having job descriptions sounds simple but how many companies have no formal training records or job descriptions?

Sound simple? It is. We will take all the accumulated knowledge of your employees and put them into documentation. Then you have a team who truly understands what we are trying to accomplish.

And besides isn't it nice to show your clients you have become ISO registered for their benefit.

James Goldstein



Demonstrate Your Ongoing Commitment to Quality to Achieve Long-term Success

Management industry standards provide a model to follow when establishing and operating a management system. Any organization, large or small, whatever its product or service and regardless of sector, can benefit from an effective management system by:

- More efficient use of resources
- Improved risk management
- Increased customer satisfaction by delivering products with the consistent quality they expect

Once your company has determined a desire to implement these standards to achieve improved efficiency and effectiveness of company operations, the next step is identifying the most effective way to demonstrate your ongoing commitment to safety, reliability and quality. And IMSM can help your organization do just that.

Introducing ISO 9001 Quality Management

The ISO 9000 series addresses various aspects of quality management. And the ISO 9001 sets out the requirements of a quality management system.

The most popular and established global management standard, ISO 9001 is adopted by over one million companies in 176 countries worldwide. It is a critical tool for boosting your company's success, profitability and market potential. And it can have a positive effect on investment, market share, sales growth, sales margins, competitive advantage and avoidance of litigation. Implementing ISO 9001 will also give your organization the following advantages by:

- Creating a more efficient, effective operation, including cost containment and savings
- Increasing customer satisfaction and retention
- Promoting employee motivation, awareness and morale that leads to a high level of customer service
- Optimizing your market potential and opening your business to larger clients, both at home and abroad
- Promoting international trade
- Improving consistency and information flow

To learn how ISO 9001 will promote success across your company, contact IMSM today.

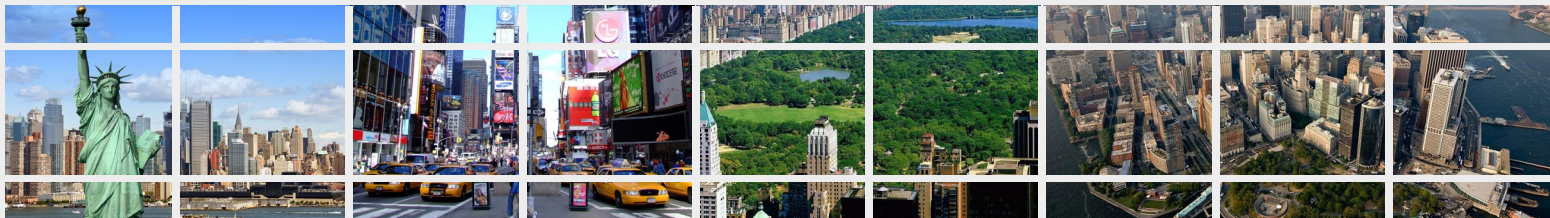
Testimonials

"IMSM helped Namasco to obtain ISO 9001 as efficiently as possible by completing a gap analysis and providing precise and professional direction," shared Namasco's Quality Manager Russell Johnson. Namasco, the U.S. division of German steel company, Kloeckner and Co., sought ISO certification for their Southern California location after it acquired Angeless Steel Services. They found themselves selling to a different level of customer and clients who required documentation of continuous improvement processes and quality associated with quality management system standards.

Russell has also found that their ISO 9001 and OHSAS 18001 certifications create pride for employees and service as a tool for managers and supervisors. He added it is also a viable marketing tool that he believes "opens doors and creates opportunities with customers the company did not have before."

Appleton Electronics is an independent distributor of semiconductors and all types of electronic component. They knew they had to gain ISO 9001 certification when they realized many of its customers won't consider approving a vendor without it. Having the standard has allowed them to secure new customers as well as assuring existing customers of its commitment to continual improvement.

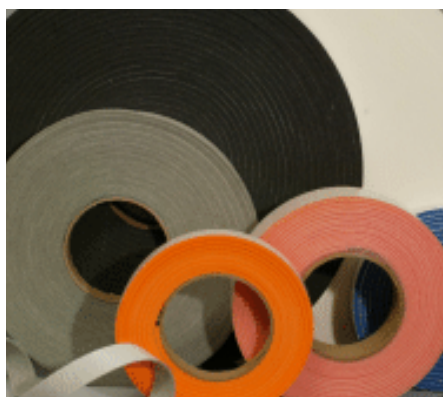
Appleton Electronics' President and CEO Tom Appleton said, "In this challenging economy, we understand that any edge that we can maintain over our competition will make a dramatic difference. We feel that the standards will complement our reputation for providing quality electronic components and world-class customer service." He continued, "IMSM remained our advocate throughout the entire process and took the necessary time to understand our business and assist in documenting our quality management system and procedures to assure certification after first audit."



100% IMPROVEMENT IN SALES



Based in New Jersey, Lamatek manufactures a wide range of adhesive and foam tapes, foam and silicon gaskets and packaging / weather stripping products. Two friends started the company together in 1983. At first, growth was slow but since 2000, the company has enjoyed a growth rate of 25% per year.



Lamatek's high-performance foam tape is suited for both interior and exterior use. It has high tensile strength and moisture resistance, and it also has shock and noise dampening qualities. This means that it has a host of different applications: it is used industrially in the manufacture of household appliances such as refrigerators, washers, dryers and stoves, as well as in the construction

of metal buildings and canopies.

Quality Assurance Manager Terri Chicosky recalls: "We began doing the research and working through the initial performance processes on our own in 2008. Then in 2009, we interviewed several different consultancy companies, looking for one that could help us.

IMSM just seemed to be the best fit. We felt confident with them. Their sales person was very reassuring and seemed to have a good grasp of what we were doing. She really made our senior management feel comfortable with the procedures involved in certification."

Lamatek did find the certification procedures challenging. Although the company had been doing things right over the years, most of its procedures were communicated verbally; very few had been formally documented.

Terri says, "We did find the procedure tough, but at the same time, we knew it was good for us. On the whole, the ISO hasn't really changed the way we do things, but now we have put the various requirements into writing, whereas before they were mostly just met by intuition. So the Training Program Supervisor would

know who was capable of running a certain machine, or Sales Manager would have a list in his head of which vendors were good and which had certain qualities. Now, all of this information is written down and recorded."

Terri was impressed with the help his IMSM representative offered: "She did an incredibly professional job and was very knowledgeable about our company. She had a strong background in manufacturing and she could deliver exactly what we needed."

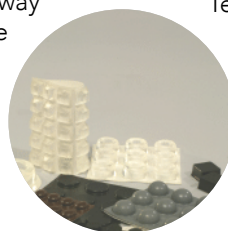
Lamatek obtained certification in May 2010. Terri believes that it has made the company more stable. "Having the ISO has helped us to increase our internal efficiency and advance the way we accomplish things." She has also noticed that customer perception of the company has improved:

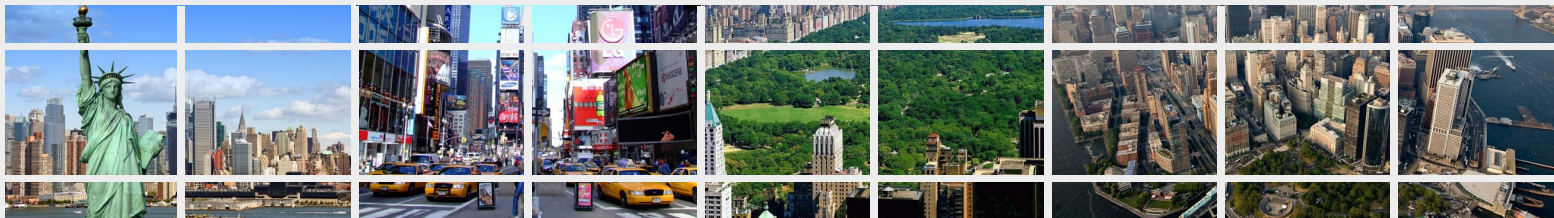
"I believe that ISO 9001 has made a 100% improvement in sales. Customers told us before that they wouldn't come to us because we didn't have the ISO. Now, they tell us that they are coming to us because we have it!"

It's made a considerable increase in our OEM sales (original equipment manufacture), which is crucial to our company. Basically, it's enabled us to diversify our market."

Over the past year, Lamatek's Senior Management team has become more and more enthusiastic about the benefits of the ISO certification.

Terri says, "We have just hung up a banner in our production room. Our whole company is embracing the ISO certification. It's becoming increasingly important to our company."





ISO 9001 ENHANCES COMPANY PROCEDURES



Apollo Display Technologies is a leading global supplier of flat-panel display technology solutions for industry and Digital Signage. It offers a wide selection of TFT-LCD high-quality display technologies, everything from single components to complete systems, as well as hardware and software solutions for all of its products and applications.

Based in Ronkonkoma, New York, Apollo Display has Competence Centers around the world in Munich (Germany) and Istanbul (Turkey). The company has grown significantly since its establishment in 1987. It considers its success a result of its commitment to engineer, design and build products that are uncompromisingly high in quality and innovation whilst remaining competitively-priced.

In order to defend its leading position in the context-fierce global competition and narrowing prices, Apollo Displays has recently become fully ISO 9001 certificated. Gordon Newman, Quality Manager explains that its two overseas manufacturing centers were both already ISO certified; only the American operations center was not: "It was important to get ISO certification here as well to establish uniformity within the company. I was brought in to take care of

this because I've done ISO certification before in Europe."

Gordon went on to say,

"There are a lot of companies out there that offer certification services, but what I found attractive about IMSM was its fixed fee policy."

There were several other competitors that I looked at but they planned to have people come in and charge us for hotel rooms and airport travel, etc. IMSM's fixed fee policy was much more appealing." Apollo Displays was also impressed with the fact that IMSM has local assessors and didn't need to fly representatives in: "It was great to know that if we needed to communicate or touch base on something, our rep could easily stop by."

The company started doing preliminary preparation for its ISO certification in November, 2011 although back then, it didn't have a clear system of specifications set up. Gordon recalls, "There was quite a bit of preliminary work to do beforehand, such as writing up procedures, auditing and training." Apollo finally applied for certification in February 2012. "The certification

process was challenging for us because the company didn't have its procedures written down. We needed to get a few fundamentals in place in order to get the ISO." However, having the preliminary work completed did make things easier.

Gordon was impressed by the support the company found in IMSM:

"I found IMSM very easy to work with and extremely responsive. To be honest, I'd never experienced anything quite like their service before."

If I phoned their field manager or representative, say, at their New York City office, I would get an immediate follow up in a day or two. This was so unlike other ISO certification companies that I've worked with in the past where you wait and wait to get a response. "

Apollo Displays received its ISO 9001 certification in April 2013. Gordon has noticed that the certification has enhanced the company's internal processes: "We have fewer escapes as far as products going out that weren't inspected, etc. Because there weren't procedures in place before, oversights like this would happen from time to time. Now there's something to follow and people know what's expected, and there are sign-offs required, which means we don't have any more products going out that shouldn't be, such as a product going out without its software."

From a sales standpoint, Gordon believes that the ISO certification gives Apollo Displays greater credibility: "Some of the bigger Contract Manufacturers who make the parts, say for iPhones for example, all require ISO certification. We can't have our salesmen come in and say, "Well the ISO certification is in process." No, you have to have this certification in order to talk business with them. So we're expecting an eventual sales increase from having ISO."