



Raising Quality Standards in 2000

With a comprehensive review of ISO 9000 now nearing completion, IMSM is preparing to help its customers enter the new millennium with a new era in quality standards.

The proposed changes look set to increase business benefits and, for the first time, provide a process for continuous improvement. The revisions aim to help organisations align modern quality management with their everyday activities, resulting in greater efficiency leading to improved performance and quality.

The inclusion of a 'continual improvement' concept has been designed to increase an organisation's competitive advantage, and respond better to customer needs and expectations.

Holistic approach

"The value of a quality management system in terms of operational efficiency, economic performance, and customer satisfaction is undisputed," said IMSM Managing Director Michael Bright.

"The new revisions emphasise the need for an organisation to demonstrate that it can meet customer needs. But they also provide us with scope to develop a holistic approach to quality management for continuous improvement."

Re-structured

The new revisions follow extensive surveys among quality experts and user groups worldwide. It looks likely that just three primary standards - ISO 9000, 9001 and 9004 - will replace the current ISO 'family' of standards.

"The draft information that we have seen indicates that the structure of the quality standard will be greatly simplified, but will nevertheless retain the essential requirements of the current standards," said Michael Bright.

"The revised standards have been structured to be totally compatible with other management systems, such as the Environmental Management Standard, ISO 14000. This is an exciting time for organisations now looking to achieve certification. And, for those who already have ISO certification, it is a great opportunity to examine whether they could benefit from the new continuous improvement processes."

It is expected that the revisions will be documented as a new International Standard before the end of this year.

Broadcasting the Quality Message

When you next tune into a television programme from a satellite channel, the quality of the picture you enjoy might, in part anyway, be due to the benefits of ISO 9000!

A Berkshire, UK, company, one of the world's leading designers and manufacturers of electronic products which enable viewers to receive high quality signals from satellites, has

recently acquired the recognised international quality standard, helped by QAS.

Cambridge Industries specialises in developing markets using Low Noise Blocks (LNBs), the small electronic boxes that sit in the front of the circular or elliptical dish that enables millions of homes to receive satellite television pictures. In just six years, its outstanding research and development team has made it a world leader in the design, manufacture and marketing of these microwave devices.

Cambridge was the first company to launch the Universal LNB throughout Europe, and today is the leading supplier there and in the UK. Along with significant market shares in the Middle East, Australia and Latin America, it is about to launch products into the rapidly growing North American market.

With a growing reputation as a world class manufacturer of high technology products, it is hardly surprising that Cambridge decided to commit to

ISO 9000. Quality Manager Bob Templeton explained: "As a global player in our business sector, we needed a recognised quality standard that would be understood and respected universally."

Already ISO 9000 has brought some key benefits: a more structured approach to business issues and to help avoid potentially costly errors and oversights. Selecting QAS as a result of personal acquaintance with Richard Beacham, one of their most experienced business managers, Bob Templeton has been most impressed with the service they have received.

"Their package was designed around our specific needs and, with Richard's guidance, we have been extremely pleased with the results," he said.

Channel Master, the world's largest manufacturer of satellite antennas, mounts and hardware, has recently acquired Cambridge Industries. Based in Smithfield, NC, USA, its customers include the largest direct broadcasting systems service providers in the world.



Business Manager Richard Beacham (left) presents Cambridge Industries Quality Manager Bob Templeton with their ISO 9000 Registration Certificate

No language barriers for IMSM customers in France

Businesses in France can be assured that they will only be dealing with French speakers if they select IMSM to help them acquire ISO 9000 certification.

From the first contact, IMSM engages only fluent French speakers at its telesales headquarters in Swindon, UK. Working from exclusive and selective databases of businesses in France, the telesales staff make appointments for its French business managers, who are based in various locations throughout the country. These experienced representatives are able to listen to, and understand, the specific needs of each company and then tailor a package to fit in with individual requirements, leading to successful ISO 9000 certification.

Once the business terms have been agreed, IMSM then appoints a fluent French speaking quality assessor to guide the company through the relevant procedures, including the preparation of

the quality manuals, to a satisfactory conclusion. QAS then appoints a French speaking quality assessor to complete the certification audit.

The Swindon - based operation is now headed by Ingrid Walcker, following the recent return to France of her predecessor Aline Bouzidi, now IMSM's Commercial Manager in France.



Ingrid, 27, currently leads a team of lady colleagues, all of them French citizens living locally in England. Ingrid, who studied English at Bordeaux University before travelling to England, taught English at two schools in Swindon for two years. Feeling the need for a change, Ingrid joined IMSM's French telesales team last October, when Aline was still there. Now in charge herself, Ingrid is enjoying the challenge: "Not only is it good to be speaking French with French people, but we all really enjoy playing a part in providing something which will help to improve the efficiency and profitability of so many French companies.

Meanwhile Aline, now based in Paris, is actively promoting IMSM business in France. Making regular visits to French business managers, organising team briefings and keeping close to our customers, she is helping to foster a positive and practical business approach.

Paint, Elastic Bands & Car Bodywork - it's all the same to QAS

In the two years that IMSM has been operating in France, it has helped hundreds of French companies to achieve ISO 9000 certification.

Now, with business managers based in such key cities as Paris, Strasbourg, Lyon, Bordeaux and St Etienne, IMSM is confidently planning further expansion into other parts of the country.

Meanwhile, there are numerous examples of companies who have been helped by QAS expertise.

One such company is RCKM, based in Seynod, Haute Savoie. RCKM, which has ten employees and an annual turnover of 12 million francs, distributes and sells industrial paint.

The decision to acquire ISO 9000 was led initially by its parent company Coloraid Network, which recommended QAS. RCKM director Christian Gobert was very complimentary: "We found IMSM readily able to adapt ISO standards to our own internal quality procedures. They were very friendly and efficient."

Another French company which has engaged the services of IMSM is Francois Brun, specialists in the manufacture of a wide variety of elasticated products for use in a wide variety of clothing. These include outer and under garments, shoes, straps, webbing and even the bands used to fastener spectacles and goggles.

Managing Director Francois Brun felt that ISO 9000 would improve his company's image in the eyes of both existing and potential customers, as well as facilitating internal quality audits.

He commented: "I selected IMSM because I was impressed with their experience of dealing with small companies. They were particularly good in the preparation of the quality manuals.

There have been many benefits, including improved internal organisation and a much greater degree of staff involvement."

Carrosserie le Dauphin, situated in Villeurbanne, east of Lyon, is a family firm that undertakes car bodywork for both private car owners, as well as

sub-contracting work for major national companies.

Proprietor Olivier Bourgeois felt that ISO 9000 would enable his firm to attract more customers, and he has not been disappointed. "I wanted ISO 9000 to be seen as a promotional vehicle for our company, which has been trading for over 30 years. I was very pleased with our IMSM assessor, who adapted well to our specific needs."

Three case studies. Three satisfied clients. As the pressure to provide one's customers with an ever-higher quality of service continues, it is hardly surprising that more businesses in France are concluding that ISO 9000 is a standard they cannot do without.

PROFILE Defarges Michel

Defarges Michel, who joined IMSM's growing team in France in November 1999, has considerable business experience.

44-year old Defarges, who lives with his wife Muriel and two children in St Priest en Jarez, is already making a significant contribution to the company's profitable expansion as business manager, covering the

St Etienne area of France.

Prior to joining IMSM, Defarges was a main board director of a large company and, before that, commercial director of another large business.

Committed to helping IMSM's expansion in France, Defarges is particularly interested in encouraging French companies to acquire ISO 14000, the environmental standard.

Quality Top Priority

One of South Africa's leading manufacturers of industrial cleaning chemicals is firmly committed to maintaining the highest environmental and safety standards. Cost is never sacrificed at the expense of product safety and quality.

Momar Inc. was originally started in Atlanta in the USA over 50 years ago. The South African company was founded in Cape Town under licence from its American parent in 1969. With a range of nearly 200 products and a workforce of more than 60, Momar's products are sold throughout South Africa and Namibia.

As a speciality chemical manufacturer, each one of its general industrial cleaning, maintenance and sanitation chemicals are produced to strict specifications laid down by the US parent company. And it is committed to upholding the code of ethics of a number of relevant trade associations of which it is a member.

Molar is similarly focused on the importance of quality. With a growing number of its existing and potential customers requesting details of its quality procedures, especially large mines and public sector municipalities,

it concluded that its reputation would be enhanced by formalising these through ISO 9000. But they were concerned that the processes involved would cause significant disruption to their operation.

Three years ago, however, a representative of QAS explained that ISO 9000 certification could be obtained with a fewer adjustments to its existing quality procedures than they had been led to believe. As Dennis Hammar, Momar's Managing Director explained: "We were pleased to discover that it took only a few months before we met ISO 9000 requirements, which were achieved with minimal disruption to our normal operation. We found QAS to be most efficient and helpful."

With ISO 9000 in place, it has helped to focus attention on the company's quality standards and procedures. Staff are more aware of their responsibilities and customers receive prompter attention to any queries. Moreover, sales staff have used it to generate new business from larger organisations that insist on ISO 9000 as a prerequisite when tendering for new business.

More information can be obtained about Momar on its website: <http://www.momarchem.homepage.com>



There's nothing fabricated about this ISO 9000

Marces Manufacturing is a full service metal fabricator, serving many branches of industry including the medical, food, electronics and packaging sectors. But there's absolutely nothing fabricated about the ISO 9000 they received from QAS.

Based in Mount Prospect, Illinois, the company employs some 30 people whose output is sold principally to customers in Illinois and Wisconsin.

Marces was interested in acquiring ISO 9000 certification because the company wanted to expand its customer base, which it rightly perceived would look favourably on possession of this internationally recognised symbol of

commitment to quality. It also realised it would enable them to improve efficiency and profitability.

Marces managing director Marlene Palmer is delighted with the results: "Many of our existing customers have already commented on how ISO 9000 has improved our efficiency, and confirmed that they intend to continue using us as their main sheet metal fabricator."

Marlene continued: "We were recommended to QAS by another of their satisfied customers, World Washer, and we're delighted they did. We found Scott Mersch extremely professional and helpful."

John Durham

QAS' Internal Quality Audit Expert



John Durham is playing an increasingly important role in the QAS team, running internal quality audit courses, both in the UK and overseas, for QAS clients.

ISO 9000 requires companies to carry out internal quality audits of their quality systems to ensure they are maintained and kept current. QAS have recently launched a series of one-day courses, which can be held either at clients' premises, or at various training locations throughout the country. These are designed to give delegates the ability and confidence to carry out internal audits within their companies.

John has considerable practical and management experience, having developed and implemented quality management systems to meet ISO 9000 requirements for both large and small companies. His approach is to assist clients to improve their performance through the implementation of quality systems. This does not stop at registration, but continues through the annual surveillance audits and practical training courses.

He has recently developed a training course which explains the changes being introduced to ISO 9000 in 2000, and how they should be implemented.

As a qualified lead assessor, he has also planned and executed extensive internal audit programmes, a function he continues to perform on registered companies in the South East of England on behalf of QAS.

With degrees from both London and Hertfordshire Universities, he is a qualified teacher and currently lectures part time at West Hertfordshire College. He and his wife Sue currently live in Hemel Hempstead, and have two grown up children.

Chief Assessor Owen Wright said: "We are extremely fortunate to have recruited someone as well qualified and experienced as John. Many of our clients have commented on the depth of his professional knowledge which he imparts so well."

It's all
'Go'
Down
Under



With the recent opening of an office in Sydney, Australia, IMSM can now claim to be a truly global quality business.

Following a recent visit, managing director Michael Bright has appointed John Poole as its IMSM business manager in Australia. Already, John has signed up a number of established Australian businesses for ISO 9000 certification.

These include Atlas Plastics, one of the largest privately owned manufacturers of blowmoulding and decoration products. With customers both within the country and throughout the Pacific basin, it is no surprising that quality controls feature prominently in the company's priorities.

Chief Executive Officer Stephen McGlynn commented: "We have always had our own quality manuals and systems, but realise the importance of formalising these within ISO 9000. I was very pleased with the professionalism, efficiency and pragmatic approach of QAS."

Another IMSM customer is Neringa Fabrications, based in Sydney. This is another established 'blue chip' company, established for over 20 years. Topically, Neringa helped supply components for timing devices at the purpose-built railway station for the recent Olympic Games in Sydney.

Managing Director Wayne Riley is committed to driving up quality and production standards and jumped at the opportunity of obtaining ISO 9000 certification.

John Poole, with many years of business experience throughout Australia and the Far East, is fired up with enthusiasm for his new challenge. "The potential for ISO 9000 to provide genuine improvements to businesses in Australia is enormous. QAS' flexible package is already proving very popular here."

IMSM Team enjoy Summer Garden Party

Many of the fast-growing IMSM team and their families enjoyed a wonderful day out in glorious summer weather at their first garden party in August.

Held in the splendid surroundings of the Royal Agricultural College, Cirencester, not far from IMSM headquarters in Malmesbury, those attending were able to meet colleagues who, for many, had until then just been voices down a telephone line.

With plentiful drinks, a delicious barbecue, and a variety of activities to keep all age groups entertained, it was the perfect networking occasion.



Many business managers and assessors travelled long distances to be there, to join staff from the Swindon, Chelmsford and Malmesbury offices.

Much in evidence - and showing quite a flair for skittles - was the ubiquitous Richard Beacham, just back from one of his regular sales-building trips to the USA, with his new bride Melanie. Also spied was business manager Ruth Vaughan Henry, all the way from Morayshire, and Alan Pontefract, one of IMSM's top quality assessors in the North West.

At the end of the day, host and Managing Director Michael Bright commented: "It was a great day. The very nature our business makes it difficult for us to get together, and many of those who attended commented how good it was to meet many colleagues for the first time. We'll certainly be planning more events like this again."

Having a great time at IMSM's garden party: Assessor Dave Marsden (left) with his wife Liz; and Brenda Evans (standing right), who works at the Malmesbury office, with her husband David

Irish Eyes are Smiling about ISO 9000

The burgeoning economy throughout the island of Ireland is presenting IMSM's recently launched presence there with some outstanding opportunities.

Business manager Jim Brown, based in Newtownabbey, Co. Antrim, has already recruited two colleagues to help identify businesses who are realising the benefits that ISO 9000 certification can bring.

Jim said: "I am amazed at the diversity of small and medium sized businesses here who are expressing an interest in obtaining formal quality standards. This is particularly noticeable when they understand the flexibility of the IMSM package, specifically designed to adapt a company's own quality systems into the ISO 9000 standard."

Although IMSM have only been operating in the Emerald Isle for less than three months, Jim and his colleagues have been working with IMSM in Northern Ireland for nearly three years. Their experience there has

already helped a number of businesses in Eire towards formal ISO 9000 certification.

One example is Milore Trading, a Dublin-based firm that distributes hydraulic hoses and fittings throughout Eire. Managing Director Dermot Halpin was keen to obtain ISO 9000 to improve efficiency, to formalise its own quality procedures and to help generate more customers, especially among manufacturers and distributors of agricultural equipment.

"I have been delighted with the IMSM service. They explained their service clearly, immediately understood the specific needs of our business and quoted an agreed, fixed price for their service.

"Assessor David Marsden did a marvellous job, adapting our own procedures to meet ISO 9000 standards into the quality manual which he produced within the agreed time scale. I would certainly be happy to recommend IMSM to other companies in Ireland."