

## CASE STUDY METFLEX

**ISO 9001 is one of a series of quality management system standards. It can help bring out the best in your organisation by enabling you to better understand your processes for delivering your products and services to your customers.**

Understanding customers' needs is paramount to Metflex, since the company strives to increase the value offered to customers by constantly improving products, service, technology and innovation.

### Client objectives

- Create a framework to assess customer and market requirements
- Improve operational efficiency
- Effectively manage risk
- Gain third party endorsement of internal claims

### Business achievements

- Improved operational efficiency
- Increased market share
- Reduced manufacturing costs
- Effective risk management
- Improved customer satisfaction
- Enhanced brand reputation



New Metflex factory being constructed. Completion date: September 2010.

“When the world changes so rapidly and business needs change, a quality management system standard helps us better manage change in a structured way. ISO 9001 has enabled Metflex to embrace best practice in numerous areas of the business.”

**Steve Parry**  
Director of Development and Quality

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## Background

Metflex specialises in the manufacture of precision moulded rubber components, including customised tooling and material development services. The organisation is committed to creating and building new business relationships and strives to act as a partner to its customers rather than just a vendor.

“We made the decision to implement ISO 9001 because it provided us with a framework to assess our customer and market requirements,” explains Steve Parry, Director of Development and Quality. “We also wanted to ensure that our business objectives were continually developed, monitored and reviewed to ensure the suitability and effectiveness of our operations.”

## Why ISO 9001?

Metflex believes great service starts with accurate job preparation and ends with the provision of the right solution. The company identified that ISO 9001 would help bring out the best in the organisation by enabling employees to better understand the processes by which they deliver products and services to customers.

ISO 9001 provided Metflex with an established and highly regarded framework through which it could demonstrate commitment to excellent service and product quality. The ISO 9001 assessment and certification process ensured that business objectives would be constantly fed into both operational processes and working practices in order to maximise business efficiency and customer satisfaction.

## Benefits from implementation

Parry explains that, “When the world changes so rapidly and business needs change, the ISO 9001 standard helps us better manage that change in a structured way. ISO 9001 has enabled Metflex to embrace best practice in business development, engineering

excellence, planning, procurement, equipment, materials, logistics and final delivery to the customer. In particular our reject reduction programme results clearly show the long-term benefits of implementing ISO 9001.

We have also found that ISO 9001 provides a framework to monitor and improve our performance and more importantly gives third party assurance to our clients that we have procedures in place which support our claims of continual improvement.”

## BSI's role

“Metflex chooses to work with BSI because of its global reputation. As a global business it is important to us that our BSI certification is respected by our worldwide clients. We are often asked who audits us and are proud to say BSI,” continues Parry.

“Every auditor we have seen from BSI has been of a very high standard and interested in the wider aspects of our business. We are moving premises soon and although a quality management standard may not traditionally be associated with factory moves, if implemented well our certification will have a direct and positive impact on customer satisfaction and business success – as well as operational continuity.”

## TO FIND OUT MORE...

Visit [www.bsigroup.co.uk/iso9001](http://www.bsigroup.co.uk/iso9001) or call **0845 086 9000** for more details.

### BSI

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