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Laying solid foundations



Earth Commodities recognised a need to increase its quality profile, market share and competitiveness in a very strong, international project-orientated environment. In order to do this, it had to provide customers with evidence that its practices, procedures and people showed a high level of quality awareness and continuous improvement. What better way to demonstrate this than by achieving an internationally recognised ISO standard?

Earth Commodities Pty Ltd, the largest independent quarry company in Queensland, has always strived to be passionate, focused and dynamic in service to its customers.

Despite the economic downturn, Earth Commodities has fared well owing to the strategic areas in which it operates, its ability to produce high quality silica sand products to the market and its support following natural disasters and major infrastructure projects.

Earth Commodities drew on the help and expertise of IMSM in order to obtain ISO 9001. IMSM made sure that the quality and procedures manuals had

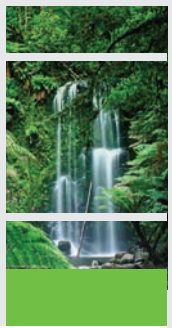
been adapted to fit with the company's existing systems and procedures, making adoption of the ISO smooth. It facilitated communication to employees, particularly those responsible for maintaining the new Quality Management System (QMS).

"ISO 9001 has opened up many other business opportunities for Earth Commodities and has, and will, continue to provide a solid foundation for the business going forward."

"The new QMS has enabled the company to show continuous improvement as a business in all areas" said Paul Sargent, Group Risk and Compliance Manager.

The QMS has helped to streamline systems and standardise reporting functions throughout the group. The newly-certified sites are receiving more enquires from areas of the industry previously not serviced. Paul is confident that the ISO standard will make them more successful in winning new business. He observes that there has also been a significant increase in supply agreements being signed off with a large QMS input.

The ISO 9001 certificate demonstrates to Earth Commodities' existing and potential customers that it has the drive, motivation and ability to become a major supplier. Paul would highly recommend the ISO, "the secret to achieving certification is to be prepared to give the process the support and time it requires. It's not about consultants coming in and doing the work for you. It is about taking ownership, making it your company's own, involving all employees and making it part of your business' every day culture".



Provide value & comfort

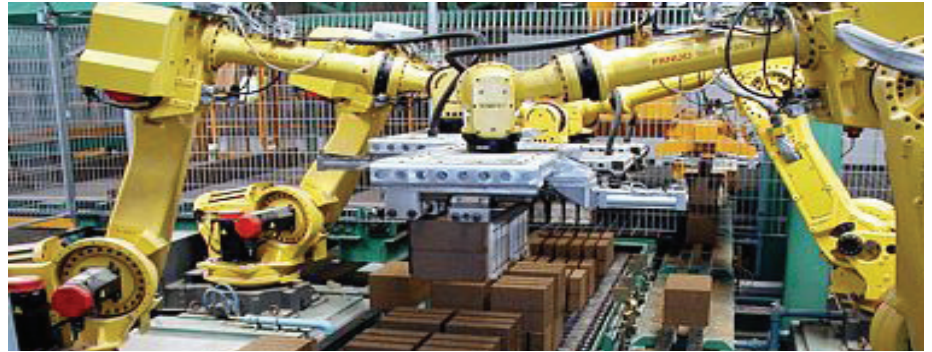
Fibre King is a packaging machinery manufacturer, producing end-of-line packaging machines such as case packers, palletisers, crate equipment, robotics and ancillary material handling equipment, selling to various industries in both the domestic and international markets. The company exports to South East Asia, South Africa and New Zealand, with operations in mainland Europe, North and South America.

Fibre King decided to become ISO 9001 certified on the back of a major review and assessment of its QMS at head office. Throughout the certification process, IMSM provided 'extremely useful' support, as Operations Manager Suren Moodley recalls, "we had a consultant work with us throughout the process, not only offering guidance but also valuable insights and suggestions."

Employees generally found that the certification procedure was easier than expected once they grasped the methodology. Earle Roberts, CEO of Fibre King, said, "Fibre King's internal processes and systems were extremely well developed. As a result of this, compliance with ISO 9001 was not an onerous undertaking."

Fibre King actively communicates that it is now ISO 9001 certified, "which no doubt provides a level of comfort to prospective customers with respect to them getting value for what is a large capital investment for them." Some of Fibre King's major clients, such as Pfizer, have a strong preference for ISO certified suppliers. Earle Roberts comments, "As a preferred supplier to many large corporations globally, it was important that we devoted the resources to gaining the certification. We are proud of this achievement."

Impact considered across the board



J C Smale is a mechanical and electrical engineering company that provides comprehensive engineering solutions for a range of different industries. For J C Smale, ISO 9001 certification ensures that the aims and objectives of its quality procedure are always well understood and adhered to by its employees. The company is also certified to ISO 14001 Environmental Management, the decision for which was taken during the drought of 2009 when it set up a team to identify how its business activities impacted the environment.

The team sought the independent, professional advice of IMSM, and with its help, team members began the process of acquiring ISO 14001 certification. This helped employees to better understand the environmental impact of every single aspect of business. Financial Controller, Ron Hill, explains that IMSM's support was 'extremely useful', "all of their representatives were very professional and understanding. They were a pleasure to work with."

The company hopes that the ISO 14001 certification will be acknowledged by prospective customers and that it will help them to win business, particularly where competition is close. Managing Director, Ken Smale, comments, "we are proud of our team and their achievement, and recognise that our company's efforts are highly regarded by our customers and government organisations."

Exceed industry standards

Maxton Fox designs and produces functional, high-quality commercial furniture. The company appreciates the value of tradition and has tried to maintain its original values. "Of course there have been a lot of improvements," said Frederic Valet, HSE and QA Manager, "but the company's core hasn't changed."

In order to function responsibly and sustainably in today's market, Maxton Fox recognises the importance of social and environmental considerations. Their recent ISO 14001 and ISO 9001

certifications provide the company with a competitive edge, since many of its products and new materials now exceed the legislative and industry standards in Australia.

Frederic said the standards were 'relatively simple' to implement. "IMSM supported us well, the first meeting was on site, and they were always available over the phone and by email.

"ISO has made us more marketable in our area as well as implementing quality internal changes. From the inside-out the change has been positive."