

What is ISO 9000?

The ISO 9000 philosophy can be summarized in four steps: (1) say what you do, (2) do what you say, (3) be able to prove it, and (4) improve it. ISO 9001:2000 is a rigorous and thorough system of quality assurance standards for both manufacturing and service organizations.

- (1) Say what you do,**
- (2) Do what you say,**
- (3) Be able to prove it,**
- (4) Improve it!**

These standards were first widely adopted by businesses in the European Economic Community and are now being accepted and implemented by many North American companies. Intended to help businesses improve internal processes through the implementation of effective quality management systems, these standards also give customers a method of comparing competing vendors.

For some companies, ISO 9000 has also served as a useful foundation for Total Quality Management (TQM) and other quality improvement programs.

At the cornerstone of ISO 9001:2000 is a comprehensive method of audit and documentation that covers objectives, production process, quality policies, job descriptions, organizational charts, customer requirements, quality control procedures, and problem-solving tools. Ideally, all this documentation results in clearly stated quality control instructions that are implemented company-wide.

ISO 9000 Benefits

Companies that adopt ISO 9000 standards offer their customers a reliable, widely accepted yardstick against which to measure performance or quality and further, Customer Satisfaction increases as a result of improved performance.

ISO 9000 standards lead to operational consistency and numerous customer benefits. In the graphic arts industry, consistency is a major component of quality.

Since becoming ISO certified, customers have commented on the company's better quality, improved communication, excellent service and problem resolution skills. This last result is striking because our employees haven't changed, just the system has.

Sterling's **Quality Objectives** **Maintaining &** **Improving ...**

- ✓ **High Quality work**
- ✓ **On-time delivery**
- ✓ **Customer Satisfaction**

The Final Word...

No matter how talented a company's workforce is, without standardized procedures and continuous improvement, even the best people cannot deliver consistently outstanding results. ISO 9000 doesn't claim to point companies in the right direction, rather it makes day-to-day operations go more smoothly and efficiently.

When quality counts, count on Sterling, your ISO alternative.



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