

## Super Turn Limited

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- ***Customers now have confidence in the quality, delivery, reliability and price of the products and services***
- ***Repeat business accounts for ca. 50% of sales***

### The Company

Super Turn Limited was formed in September 1998 by Mr Shahid Hanif, the Managing Director. It currently has a total of 5 employees and manufactures components for the aerospace, medical, engineering and commercial engineering sectors. The company uses computerised numeric control machines to make components such as fasteners and hydraulic and pneumatic fittings for these industries.

Super Turn had its initial assessment in December 1998, 3 months after start up, and achieved ISO 9000 registration in February 1999, just 5 months after start up.

### The Issues

Mr Hanif had worked for the aerospace industry for 15 years, where all of the big players have a quality management system, and he knew that, to be able to supply to companies such as Rolls Royce, Super Turn must also have one. The drivers for achieving ISO 9000 registration were, therefore, customer expectation and customer satisfaction.

### The Benefits

As a result of achieving ISO 9000 registration, potential customers, such as SPS Technologies Limited and Robson Precision Limited, will talk to Super Turn without first carrying out an audit. As a result, sales increased by ca. 40% and repeat business accounts for approximately 50% of sales.

Customers now have confidence in the quality, delivery, reliability and price of Super Turns' products and services, and their audits are always very positive.

The ISO 9000 system is also to be used to make improvements in employee training and increase the skills levels within the company.

### **BSI's Role**

BSI was chosen as the registration body because of its well-known name and reputation.

BSI was very supportive from the outset, spreading the initial costs of achieving ISO 9000 registration over a 12 month period, which was very helpful for a new business just starting up. Its approach has been cooperative and objective, with a partnership style relationship having been formed. To quote Mr Hanif, "The Client Managers have a tough job to do and do it perfectly."

### **About the System**

Super Turn's quality management system is currently in paper format, but there are plans to put it online to eliminate this paperwork.