

## Amflex Plastics Achieves Greater Profitability through ISO 9001:2008 Certification



Based out of Oceanside, California, Amflex Plastics is a woman-owned business with a strong Latino heritage. The organization employs 20 workers, and its facility utilizes several processing technologies to provide proprietary polyolefin co-polymer formulated plastic hoses and spiral hose equipment. Amflex Plastics provides products to various industries that include: swimming pools, cleaning and restoration, car wash, dust collection, dental equipment, aerospace, material handling, sewer, drain and fume extraction, equipment cable protection, and several others.

Amflex Plastics was challenged by its lack of ISO 9001:2008 certification because customers were making it a requirement that all partners and suppliers be certified. Because the organization lacked ISO certification, Amflex could only obtain many of its new contracts through other manufacturers as a subcontractor. By the beginning of 2015, more than half of the company's revenue was generated by supplying products as a subcontractor. While

Amflex was achieving an increase in sales, this method was leading to smaller profit margins.

Amflex's customers also began to require all partners and suppliers have ISO certification as well. This potential loss of business would negatively impact client retention efforts and place 10 employees at risk. It was clear that in order to preserve clients, retain employees, compete for larger customers independently, and enhance its reputation as a quality vendor, Amflex would need to achieve ISO 9001:2008 certification.



Amflex Plastics connected with CMTC in October 2015 to plan for their certification. The project began with a management meeting to outline the necessary concrete objectives to implement a Quality Management System (QMS) and guide the company throughout the process in preparation for certification. Consultants worked with key leaders to identify the required modifications for their current system documentation to enable certification achievement.

CMTC consultants provided materials and sessions were developed for key employees. Amflex's workforce was coached on how to create and implement quality control measures. Following the specific criteria to

pass an independent audit for certification, leadership was guided on how to implement detailed procedural improvements to improve their workflow. Sessions concluded at the end of June 2016, and the organization successfully passed the third-party audit to obtain ISO 9001:2008 certification.

As a result of the implemented improvements, Amflex Plastic's new quality control measures led to improved employee motivation, a reduction in operational errors, and a better ability to automate processes and reduce waste. The implemented processes led to an estimated \$209,000 in cost savings.

Certification provided the organization the ability to compete in the market without having to go through other organizations as a subcontractor. Amflex Plastics was able to secure new bids, leading to a projected \$675,000 in new sales, and the organization had to hire three new employees to manage the additional demand. By achieving certification, Amflex Plastics was also able to successfully maintain its contracts with current customers, retaining \$300,000 in sales and 10 employees.

**Results from the project:**

- \$675,000 projected in increased sales
- \$300,000 in retained sales
- 3 jobs created
- 10 jobs retained
- \$209,000 in cost savings

*“Achieving ISO 9001:2008 registration with CMTC’s assistance was imperative to our company’s growth efforts. As a result, we were able to compete for critical contract opportunities leading to an immediate 7% increase in new sales.”*

- Raul Castro Chief Executive Officer