

## From Great to Elite: ISO Readiness Project Helps Elite Metal Finishing Thrive



Elite Metal Finishing has served as a one-stop shop for metal finishing and paint powder coating services for more than 15 years. Located in Oceanside, California, Elite Metal Finishing provides chemical processing, plating, painting, and parts to a wide base of commercial, military, and aerospace companies.

Since they began doing business, Elite Metal Finishing had never experienced a problem with not being ISO certified. However, when top customers began making ISO certification a requirement for their suppliers and partners, it became a matter for concern. *“We had a great relationship with our clients, but we were at risk of losing them because having ISO certified suppliers was becoming their official policy. If we didn’t act fast, we would lose a major part of our revenue,”* explains Dan Rose, President of Elite Metal Finishing.



Not having certification was also challenging the company’s ability to attract new customers and diversify their customer base. Local San Diego County businesses were searching for a nearby metal finishing resource, but they were also making ISO certification a requirement. It was clear that the company needed certification, and they connected with CMTC for an ISO Readiness Project.

*“Consultants helped us all throughout the preparation process. Our team was coached on how we could create better quality system measures, implement better operations, and meet the necessary criteria to pass the independent audit for ISO: 9001,”* says Rose.



The consulting and training was completed within three weeks, and the organization subsequently obtained ISO: 9001 certification. As a result, Elite Metal Finishing was successfully able to keep its customers, retaining an estimated \$600,000 in sales and 10 positions. The newly implemented processes also helped the organization work more efficiently, leading to \$25,000 in cost savings.