

### *Higher Quality, Shorter Lead Times*

*Bill Hume,  
Affinity's General  
Manager, explained  
how "ISO" is  
providing real  
benefits to our  
customers*

A lot of companies earn ISO certification, but what does it really mean? According to Bill Hume, Affinity's General Manager, it means a change of a company's culture, where quality and continuous operational improvement becomes king. This change leads to big improvements for both the company and its customers.

"ISO is an attitude, as much as anything else," said Hume in a recent interview. "It helps a company create a 'quality attitude' throughout its organization. It aligns well with lean manufacturing and a continuous improvement philosophy. To drive continuous improvement at a company, you need quality in place to measure, identify and improve. ISO helps a company do this."

When Hume joined Affinity in 2009, he saw the need to improve quality to help the company reduce manufacturing costs. Also, he knew from previous experience that a company needs ISO certification to do business with many of the leading companies around the world.

"Bad quality costs companies money," he said. "It results in longer lead times and poor delivery performance and the overall business suffers. While Affinity was doing well, it was obvious that it could do better."

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So the ISO journey began, and in June 2010 the company proudly announced it had earned ISO 9001:2008 certification. In the 8 months since, Affinity has seen many improvements in its operations that have led to:

- Shorter lead times and improved on-time performance
- Higher overall product quality
- Improvements across all aspects of the business

And not to be overlooked, said Hume, is the fact that ISO certification has opened doors for Affinity. “We knew that to do business with many leading global companies, we needed a globally-recognized quality system in place. ISO certification has helped us earn new business worldwide.”

Higher quality, shorter lead times, and an overall better product – real results that are being achieved at Affinity since the company earned ISO certification. “It’s always a work in progress,” said Hume in conclusion. “We’re pleased with the results so far, and we know our customers are seeing the benefits. But we can always do better - a company’s quest to achieve world class quality never ends.”