

TÜV Rheinland Gets Top Marks

From proper credentials to smooth communication

BACKGROUND



Technical Advanced MP Technology is one of the world's foremost independent global distributors of electronic components, offering the benefits of more than 30 years of experience in component distribution. The company's staff understands production goals and challenges, from factory shortages to surpluses, and develops solutions to fit each client's needs. The ISO 9001 certification is crucial for Advanced MP Technology's success because many customers require the registration. The company has been certified since 2004 and, with its 13 locations worldwide operating in sync with each other, every site needs to be accredited. A lack of certification could potentially cost the company 98% of its customers.

BUSINESS CHALLENGE

James Kruthers, Global ISO Manager at Advanced MP Technology, noticed that the company's ISO registrar was not accredited through the International Accreditation Forum (IAF), one of the certifying bodies whose accreditation assures users of the competence and impartiality of a registrar. The ISO 17021 "Conformity Assessment – Requirements for Bodies Providing Audit and Certification of Management Systems Accreditation" is crucial for an ISO 9001 registrar, and Kruthers embarked on a search for a new certification provider.

SOLUTIONS AND RESULTS

Seeking a Nationally Recognized Testing Laboratory with proper credentials, Advanced MP Technology interviewed four candidates and finally decided on TÜV Rheinland. The registrar's reputation for superior customer service and expertise in the management systems certification were important, as was the fact that TÜV Rheinland's offices were located in the same area as the distributor's sites seeking the certification: San Clemente, CA. Kruthers had also worked previously with TÜV Rheinland. However, the deciding factor in selecting the registrar was the efficient and timely communication with TÜV Rheinland. "Communication with TÜV Rheinland from day one was very smooth," said Kruthers. "The staff was always there to answer any questions in a timely manner."

Advanced MP Technology's quality management system was ready for an external audit by a new registrar, and the certification process – from the moment when the distributor first contacted TÜV Rheinland to the receipt of the certification – took about six months. Kruthers worked to train the employees on the ISO menu to ensure they understood the system, knew their roles and used current documentation, as well as prepared required documentation and records.

The four-day audit consisted of TÜV Rheinland meeting all the key managers, reviewing the documentation and verifying information.

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SOLUTION AND RESULTS CONTINUED

Kruthers felt that the auditor met his expectations fully. “A good auditor in my opinion is someone who is very open, able to spot the wrong things – small and big – and is willing to give suggestions that will improve the company. TÜV Rheinland’s auditor was very knowledgeable in his field and very helpful. We learned a lot different things about ISO in general and what to change within our ISO documentation.” Kruthers was also pleased with the overall certification process and rated the auditor, technical planner and sales team members at TÜV Rheinland “Above expectations” for response time of services, quality of services, communication, technical knowledge, courtesy and others. The results of the audit were positive for Advanced MP Technology, which now holds its ISO certification from TÜV Rheinland. “From the first day of contacting TÜV Rheinland to the final day of the certification process, everyone was very helpful and communicative, which made the audit go a lot smoother for the employees than I expected,” said Kruthers. “We are very pleased to have TÜV Rheinland as our registrar.”

TUV Rheinland North America
295 Foster Street #100
Littleton, MA 01460
Tel: 1-866-302-3941
info@tuv.com

www.tuv.com