

ISO CERTIFICATION OPENS DOORS TO NEW MARKETS

ABOUT SHREE JI PRINTING CORPORATION. Shree-Ji Printing (SJ Printing) was founded in 1994 as a one-person one-man start-up. Today, the Carlstadt, New Jersey-based company is a full-service custom label manufacturer with 30 employees. The family-owned, non-union shop attributes its success to exceptional service and high-quality labels at budget-friendly prices.

THE CHALLENGE. SJ Printing's target markets required certifications that the company did not have. Looking to expand the business and gain a competitive edge, President Ankit Patel set a goal to achieve ISO 9001:2008 certification. The company reached out to the New Jersey Manufacturing Extension Program, Inc. (NJMEP), part of the MEP National Network, for assistance with the certification process. "We were struck by their mission and proven track record of success with other manufacturers," said Patel. "After meeting with NJMEP's staff, we were impressed with their level of knowledge and expertise."

MEP CENTER'S ROLE. First, NJMEP conducted a no-cost business assessment for SJ Printing. ISO certification can be costly for a small manufacturer, and the assessment identified SJ Printing as an excellent candidate for the New Jersey Department of Labor's Skills4Jersey grant. NJMEP worked with the company to prepare an application for funding assistance. Once the grant was approved, all 30 employees took part in an ISO Quality Systems Training, which included 110 hours of classes. Participants gained an understanding of ISO 9001:2008 philosophy and the resources required to implement ISO effectively. They also had an opportunity to discuss and agree to the fundamental benefits they wanted to achieve. NJMEP covered the company's quality policy and objectives, process review and process leader training, document control, and quality manual development. Finally, the company participated in procedure and employee development trainings, followed by an internal auditing unit and management review.

SJ Printing's well-documented policies and procedures made it easier for the company to meet its goals and objectives. The company achieved ISO 9001:2008 certification along with many other organizational improvements, including greater employee accountability, a positive culture of continuous improvement, cost reductions, waste elimination, and a reinforced commitment to quality. SJ Printing is expanding into new markets, investing in new products and process and increasing sales.

"NJMEP helped us reach our organizational goals and objectives. We are very pleased with what we achieved as a result of our work with them, and we have acquired the business of a multinational pharmaceutical company as a direct result of ISO certification."

-Ankit Patel, President

RESULTS



Increased sales by **\$750,000**



Cost savings of over **\$20,000**



Invested **\$30,000** in new products and processes

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