

## LEVERAGING THE BENEFITS OF ISO 9001

**ABOUT THE STRONG COMPANY INC.** The Strong Company, Inc. was founded in 1959 by William A. Strong, Sr. Over the next 54 years, Mr. Strong owned thirteen companies and operated manufacturing plants in Arkansas, Illinois, South Carolina and Texas. These companies mined vermiculite ore; processed and blended unique materials such as vermiculite and perlite for construction, industrial and horticultural applications; and manufactured specially-designed mixers, pumps and other equipment for the installation of these and other products. The Strong Company, Inc. is one of the nation's exfoliators of vermiculite from Brazil, Zimbabwe, China and South Africa, while obtaining its perlite from New Mexico and Colorado. It also imports raw materials from Croatia and Greece. These materials are used in the production of industrial and construction mineral and cement-based products. Cement products used in above-ground steel tank insulation, in-ground swimming pools, lightweight insulating concrete for roof decks and manhole rehabilitation are produced at the facility.

**THE CHALLENGE.** The Strong Company needed to achieve the ISO 9001 certification in order to adhere to their customer demands and increase their competitive edge in the market. Leadership connected with AEDC, part of the MEP National Network™, for assistance with ISO 9001:2008 certification.

**MEP CENTER'S ROLE.** The project began with a management meeting to outline the necessary objectives to implement a Quality Management System (QMS) and guide the company throughout the process in preparation for ISO 9001:2008 certification. The Consultant worked with key leaders to identify the required modifications for their current system documentation to enable certification achievement.

**"The assistance and incentives provided by AEDC were essential to our success in achieving certification of our quality management system. This is a very important part of our marketing effort and ensures our certified applicators of acceptance of their preferred materials on specified jobs."**

-Tim DeJarnette, VP & GM

## RESULTS



16 new jobs at Pine Bluff facility



\$1,400,000 in increased sales (70%) at Pine Bluff Facility.

## CONTACT US



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