

ADVANTAGE



"Customer First" Manufacturing Standards

Aurora Storage Products, Inc. has been continuously manufacturing high quality storage products since 1961. During this time period, numerous patents have been awarded for unique new products in addition to maintaining a corporate philosophy of continuous improvement, which has further resulted in ongoing enhancements to existing products. Aurora Storage Products, Inc. "Customer First" internal quality standards program is a proven success and backed by one of the most comprehensive warranties in the industry.

Developed long before the ISO 9001 standard, our program consistently provides products that meet and/or exceed customer and applicable statutory and regulatory requirements, while enhancing overall customer satisfaction. Aurora Storage Products, Inc. "Customer First" program includes, but is not limited to:

- ✓ Quality Systems Manual
- ✓ Quality Inspection Program
- ✓ Quality Procedures Program
- ✓ Corrective Action Plans
- ✓ Customer Satisfaction Program
- ✓ Internal Auditing System
- ✓ Ongoing Program for Continuous Product and Process Improvement

In contrast, the requirements of ISO (International Organization for Standardization) 9001 are generic and are intended to apply to all types of organizations, regardless of product or service that is provided. One of the downsides of this universal standardization is the requirement for extensive process documentation, which tends to prohibit rather than encourage creativity, innovation and continuous improvement.



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Initially, companies adopted ISO 9001 Certifications for reasons that may not have benefited their business or their customers. The rush to become ISO Certified tended to be created and driven by a campaign marketed chiefly by entrepreneurial consultants, rather than on an actual market based need. Businesses were striving for certification because their competitors were doing so, and not considering what will better benefit their customers in the long run. That does not put the customer first.

It is now generally accepted that ISO 9001 Certification has very little to do with product quality. ISO 9001 confers on the manufacturer a certification that a process is documented and repeatable. In essence a manufacturer could easily churn out poor quality products and be ISO 9001 Certified as long as their processes are well documented and repeatable and they have paid the annual ISO Certification dues. Furthermore, the implementation of the ISO procedures can prevent timely and efficient product and process improvements to improve quality, reduce costs, or adjust production schedules to meet customer's varying needs. Effective improvement consists of actions for identifying, analyzing, and streamlining existing processes within an organization to meet new objectives and customer needs.

In summary, Aurora Storage Products, Inc. has chosen not to be ISO 9001 Certified and thus not bound to the resultant limitations and processes. We have elected to continue to abide by our own strict processes that were established prior to ISO 9001, of which specific details are available upon request. This allows Aurora to remain flexible to our customer's needs and to respond quickly as construction schedules change or market opportunities arise, always keeping the "Customer First". **Advantage: Aurora**