



IN FOCUS:

EFINITY LABS

Manufacturer Efinity Labs threw itself into sanitiser production as the COVID-19 pandemic spread, investing in new equipment to fit the job. With a new product and new processes, the time was right to take quality to the next level. Now that the company is certified to ISO 9001, it's ready to explore other new markets and push its growth ambitions.



ISO 9001
Quality Management

Grow, expand and succeed

Efinity Labs has been specialising in liquid blending, filling and packing since 2015, but the advent of the coronavirus pandemic opened up a new business opportunity for them and they quickly adapted their factory to produce high volumes of hand sanitiser and its packaging.

Shifting gears to meet the new demand and create a new product emphasised to the company the importance of process and employing best practice to meet high quality expectations. To encourage further growth, the company decided to achieve certification in ISO 9001.

“ Having dealt with the different aspects of changing into the sanitiser industry, we thought it was a good time to get ISO 9001 and turn this side of the business into something that could help us grow. ”

Bryn Jones,
Operations Director



Making the business more streamlined and effective

To meet the requirements of the ISO 9001 Standard, the company began a more rigorous documenting process, which now includes their quality policy and management. All meetings are also now documented, and an online recordkeeping system is being developed alongside a hardcopy filing system.

The process of documentation has given the company a clearer picture of what they do and what they need to improve upon. Training has been a particular focus – the new process has highlighted the training of employees and revealed those who can be trained to the next level.

“ We now have all the information we need to hand so we can work through everything that will make the business more streamlined and effective. ”

Bryn Jones,
Operations Director



Exponential growth

Now certified to ISO 9001, Efinity Labs has had the ability and confidence to reach out to other new markets and become competitive in new fields, such as the cosmetics sector. The company is currently in talks with a well-known brand, which required ISO 9001 for the tendering process to begin.

With new opportunities as a result of the ISO, future growth looks to be exponential, with 2020's turnover estimated to increase three or fourfold from 2019's total. This is particularly impressive when set against the background of the COVID-19 pandemic. As a result, the company has been able to invest in new machinery which will lower future manufacturing costs as well as enable Efinity Labs to meet greater demands from more diverse markets.

The company also plans to use their certification in their marketing to broadcast their focus on quality and attract positive attention from potential new customers.



“ The ISO is very much working in our favour at the moment. All the new markets we are looking at will ensure that we will be busy, and we expect that our turnover will be vastly different to last year's. The ISO is something we are proud of and we expect a positive reaction, including from people who may not have heard of us before. ”

Bryn Jones,
Operations Director



Reach out to new markets with ISO 9001

ISO 9001 gives your business a framework of processes that can help you to maintain consistent quality, ensuring high customer satisfaction and helping your business to reduce errors and costs.

As a marker of quality, it can also be a gateway to new business, new markets and growth. The Standard is internationally recognised as an indication that your business puts quality at the forefront of its operation. This could help you in the early stages of a tender or assist you in pre-qualifying for new business.

From your first consultation, certification can be achieved in as few as 45 days.

To show your customers that you take quality seriously, get in touch today by calling **0333 344 3646** or emailing sales@qmsuk.com.

“ The cosmetics work was broached through an intermediary and one of the questions they asked was ‘are you ISO 9001 accredited?’. We were in the process of getting it, so they worked with us and waited until we had formal accreditation. ”

Bryn Jones, Operations Director

