

More than 25 years experience in measurement technology

Does your company's success depend on purchasing or quality nowadays

Weird times in the coatings industry: Lack of young recruits. Fragile supply chains. Shortage of materials. Steadily rising prices. And skyrocketing customer requirements.

Experts expect the current trend to continue. Many business owners therefore ask themselves how they can steer their company through the economic turbulences and how to master the ever-widening gap between costs and quality. Here, professional and certified supplier management can be the solution.



Successful ISO 9001 certification is not just a question of image, but a market requirement: In almost all industries, a standardized QMS is a basic requirement for the successful establishment of business relationships.

Is the profit in purchasing?

An old merchant's rule says that the profit lies in purchasing. This applies not only to powder and coating material, but also to capital goods such as plant technology and measuring equipment. The contribution of efficient purchasing to corporate success goes far beyond negotiated discounts and price reductions. Procurement management instead of cost management is the key.

A friend working in the coating industry recently commented on the challenging situation: "It is bizarre that nowadays the survival of a company does not depend on the quality of craftsmanship, but on the skill of procurement". In these times, a purchaser has a creative strategic task in addition to his operational one. But what does that mean in detail? Is purchasing turning into hoarding and is this the new success strategy for a coating company?

Is the profit in quality?

Let's approach the question from a quality perspective. A decisive finding from quality research is that increased quality does not increase total costs, but - quite the opposite – decreases them. The cost of failure prevention and inspection increases, but the reduction in failure correction costs far outweighs this, so the overall cost of failures decreases significantly. This turns quality management into a top issue in every company: "Only those having strict control over their production quality can survive in the market" is the tenor from the executive floors.

But how to assure top quality and complete customer satisfaction? Nowadays, the common method of choice is a quality management system based on ISO 9001 – the most widely used QA standard in the world. There are many good reasons for a certified quality management system: increasing transparency in operational procedures, optimizing processes, sustainably improving customer satisfaction or reducing the error and reject rate, to name just a few. The emphasis here is on "certified". The coating industry has long recognized this and certified QA has become a matter of course.

Certified quality management

Systematic assessment of suppliers and subcontractors is one of the most important prerequisites for securing a company's production process. In addition, the efficiency of the contracting and procurement process increases. The strategic benefits are also significant: A methodical evaluation optimizes vendor relationships and helps in the search for new suppliers..



The „Gesellschaft für Optische Prozessmesstechnik“ – in short: OptiSense – is a manufacturer of mobile and industrial coating thickness testing systems. The company serves both paint and powder coating companies. Consistent quality management is therefore a top priority at OptiSense. The Haltern-based company has long been certified according to the international management system EN ISO 9001:2015. With this quality assurance system, the know-how of its staff and a consistent testing technology, Optisense guarantees a

continuously high quality standard for all its coating thickness testing systems and services. And this is very well received by its customers..

"Maintaining the highest standards in quality assurance has always been an essential part of our company's mission. This has been officially proven with the ISO certification", says OptiSense Managing Director Dr. Jens Heymans. With this certification, OptiSense wants to ensure the high quality and reliability of its products and services for its customers. In addition, Heymans has established the staff position of a QA officer who deals with important quality issues, including those related to certification. "When talking to our customers about quality management for measurement and testing technology, standards and topics regarding high measurement accuracy, low measurement uncertainty and traceable measurement results are often of particular importance" says Heymans.



Summary

And here we come full circle and get back to the initial question: Does purchasing or quality ensure the success of your company nowadays? Ultimately, it is not an "or" question, but an "and" statement: Purchasing from certified suppliers guarantees product quality, process reliability, and customer satisfaction, and is thus a fundamental building block for the future success of state-of-the-art coating companies.

Dr. Jens Heymans, Managing Director OptiSense GmbH



OptiSense is certified according to DIN EN ISO 9001:2015
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