



An ATAC Client Success Story



AUBURN

TECHNICAL ASSISTANCE CENTER

COLLEGE OF BUSINESS

Already a key supplier to Hyundai Motor Manufacturing of Alabama, Seoil-America of Tallassee is moving into expanded markets, thanks in part to its recent attainment of ISO 9001-2000 quality management status.

With assistance from the Auburn Technical Assistance Center (ATAC) at Auburn University, Seoil became a registered ISO company in June.

Seoil has called Tallassee home for more than five years. The company employs 23 and manufactures some 50 metric tons of automotive sealant and adhesives each month for Hyundai. The firm may soon also supply the new Kia plant near LaGrange, Ga. Its product is used primarily to control noise and vibration.

ISO certified companies stand among firms that operate under a business culture that practices the process approach to quality management systems -- excellence in such critical areas as product delivery, customer service and continuous improvement.



## Attaining ISO quality status helping firm compete

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*ATAC Director Henry Burdg, left, presents Seoil-America employees with their newly awarded ISO 9001-2000 banner. The Tallassee, Ala. maker of automotive sealants and adhesives became an ISO registered manufacturer in June following a 15-month training and implementation program facilitated by ATAC.*

integrated system to control and measure our performance by. We are more standardized as a company.”

A finished product undergoes more than 20 different quality checks at Seoil before being shipped to the customer, said Quality Assurance Manager Mikel Stroud.

“Going through the ISO certification process has made the assurance of those tests more precise and more cohesive,” Mikel said. “Everyone and everything now are on the same page, if you

will.”

delivery, customer service and continuous improvement.

“ISO certification has given us a stronger standing by getting us in line with top performing companies,” said Joely Stewart, Seoil administrative manager. “The process of establishing our quality management system has better organized our quality program with other business components. We now have a single

will.”

Seoil was led through the preparation, audit and registration phases by ATAC Quality Specialist Chuck Mcpherson.

“Seoil, like most companies that we work with, already had some good quality management components in place,” Mcpherson said. “However, their system

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**-- Joely Stewart, Administrative Manger**



*ATAC Quality Specialist Chuck Mcpherson facilitated Seoil-America's ISO process.*

needed to be organized into a single, integrated process that would stand up to stringent auditing and one that can be sustained on a continuous basis. We achieved that over some 15 months of training and quality management system development.”

ISO standards are created by a 91-nation organization to define the basics of a quality system for manufacturing, business, and industry. ISO certification is one of the primary measures used worldwide to gauge a company's quality management, customer service and business performance. Companies must undergo re-certification every three years.



*Below: Seoil-America Management Director Jerry Chang shows how the firm's product is used in automobile doors as a vibration dampening medium.*



*Above: Seoil-America Quality Assurance Manager Mikel Stroud shows how the product is shipped in a viscous state. The product may applied by spraying or by forming it into shape.*

### Impact Summary

Seoil-America officials also credit its association with ATAC and success in undergoing the ISO quality management systems process with the following additional business impacts:

#### Investments

- \$60,000 in new plant equipment

#### Job Retention & Job Creation

- Retained one position
- Created one new position



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Organization for  
Standardization

*Auburn Technical Assistance Center was established in 1976 and is an affiliate of the Alabama Technology Network and an Economic Development Administration University Center. As an Outreach arm of the Auburn University College of Business, ATAC provides business and technical assistance, customized training, and consultation in implementing value-added strategies to manufacturers and other businesses, not-for-profit organizations and government agencies in Alabama and the Southeast. SOAR is an ATAC publication. Direct inquiries and questions to Mitch Emmons, Sr. Outreach Assoc., 334.844.3881, emmonmb@auburn.edu.*

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