

Innovative Laminations Co., Celebrates Growth in Times of Uncertainty

In May of 2009, Innovative Laminations Company, Inc., accepted the 1B4NC award from the [North Carolina State University](#) Industrial Extension Service (IES) due to gains they experienced by implementing a quality management system.

The company, which produces decorative laminates used in various markets including marine, automotive, furniture, heavy truck, signage and point of purchase display industries, experienced a \$1 million growth in market share and new business.



Quality management systems, such as ISO 9001 are a business' framework to ensure consistent product and effective service to customers. Since 98 percent of ILC's business is custom orders, adapting a quality management system helped them understand how to maintain the highest level of quality to keep their customers returning.

The standards provide quality management standardization of activities which facilitate the international exchange of goods and services. They also contain proven guidelines for developing and maintaining the highest level of customer satisfaction and a means for continuous improvement.

"We're more profitable and we have happier customers," said Ronnie Buck, president. "We deliver on-time and with consistent quality. In our business, customer is king, and ISO has helped enhanced that philosophy," said Buck.

Nora Milley, extension specialist with NC State IES provided ISO 9001 training, internal auditing and pre-assessment services which helped the company prepare and ultimately receive registration.



ILC attributes much of their growth to providing exceptional service including on-time delivery and consistent quality. Ronnie Buck, president, also credits his hardworking team.

“This (1B4NC) award is proof that you are using the system in the correct way,” said Milley. “You did it for the right reason with the right approach, and it shows,” she continued.

[1B4NC](#) is the IES promise-to create \$1 billion in value to North Carolina industries in five years (2006-2010). To date, IES has generated \$714 million in value for the state. NC State IES awards clients that report an economic benefit of \$1 million or more, to a third-party.