

Wm. Goodyear Co. Discovers Unforeseen Benefits from ISO

By Kimberly Conley

“This was my dream, you let me have it, and I thank you,” were the words Bill Goodyear, president of his namesake, the Wm. Goodyear Co. spoke as he accepted the banner from North Carolina State University Industrial Extension Service (IES).

The Wm. Goodyear Co. of Monroe manufactures custom fabricated rubber products including specialty drive and feed belts and rubber fingers used on high speed poultry plant

equipment. Top clients include Forbo Siegling, which is a supplier to the U.S. Postal Service, as well as Pitney Bowes, which produces mailing equipment.

Bill Goodyear began his business 22 years ago with only his parents as employees. “Mom would cut the sheets, I would mold the parts and Dad would grind. We had no complaints and actually received a letter of commendation from our single client,” said Goodyear.

21 and proud



The employees of Wm. Goodyear are proud of their ISO accomplishment.

“Sonja took the time to learn about us and discovered the best way for us to learn and then taught us in that way.” Sonja Hughes is the IES extension specialist responsible for preparing Wm. Goodyear for their ISO registration.



Sonja Hughes, IES extension specialist worked with the Wm. Goodyear Co. for 16 months to prepare for ISO.

The Union County facility now has 21 employees, 21 proud employees. “This registration has made our company proud. Since it (obtaining registration) was important to our president, it was important to us,” said Cheryl Williams, lead internal auditor of the Wm. Goodyear ISO team.

Goodyear's decision to commit to ISO came alongside growth and a vision of the future. "If I ever want to let go and retire, ISO is the only way I'll feel comfortable enough to do so," he said. "Sonja made it painless. She took the fear out and demystified the process."

ISO (International Organization of Standardization) provides quality management standardization of activities that facilitate the international exchange of goods and services.



Wm. Goodyear produces rubber 'fingers' for the poultry industry.

ISO standards enhance customer satisfaction and provide tools for continuous improvement. The ISO 9001 standard establishes companies consistent practices which improve performance and profitability.

"Our employees wanted to be better and ISO gave them that opportunity," said Williams. They're so much more cooperative and accepting.