



**DURO-SENSE CORPORATION**  
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# Higher Quality Products Translates into Long-Term Success



*At a fundamental level, quality is about meeting or exceeding a customer's expectations. Organizations cannot just be "good at quality." To be truly successful, quality must be the foundation of their reputation.*

Mistakes, failures, and recalls tend to attract people's attention and make them focus on the negative. They show us what a lapse in quality can mean to a company. The consequences of a lapse in quality tend to be much larger today than they have been in the past, due primarily to the complexities of today's economy and supply chain. However, despite the impact that these types of failures could have on a company, they are only part of the story. While stopping failures like this from occurring is important, focusing on them too much can skew a company's understanding of the true meaning of quality.

Quality is about meeting or exceeding customer expectations. That's where the true value is. It can be measured not only in greater customer satisfaction, but also in higher productivity, greater efficiency in operations, even innovation and employee engagement. However, companies face many obstacles. Rising labor costs, material costs, freight costs, and a multitude of other costs that inflate overhead and limit how much companies can spend on quality practices. Therefore, organizations cannot just be *good* at quality, they need to be *smart* about it, too.

In order to achieve the proper balance, companies must think about quality systematically. The first step is to listen to the voice of the customer clearly, while at the same time stabilize their operating system. Once these applications take hold, the next step is to strengthen both corporate and individual accountability and interdepartmental collaboration for quality. This includes new quality performance standards, so that these standards affect the product design and supply chain management. The next step in this process is to have quality influence an organization's decision-making to the point that it changes the corporate culture and becomes essential to every aspect of operations. The final outcome is quality becomes the basis for the company's reputation.

Duro-Sense Corporation has spent a great deal of time, energy and expense to build that reputation for unsurpassed quality. Our company developed a quality management system to better satisfy the needs of our customers and to improve management and operation of the company, as a whole. Our quality system, DSQ-2000, follows the international standard ISO 9001. ISO 9001 is a quality standard whose goal is to imbed a quality management system within an organization, increasing productivity, reducing unnecessary costs and ensuring quality of processes and products. In addition to ISO 9001, DSQ-2000 also meets the requirements of AS 9100. AS 9100 is an aerospace specification that fully incorporates the entirety of ISO 9001, while adding additional requirements relating to quality and safety. Subsequent to both of these standards, we have also established compliance with the current versions of the following standards relating to different aspects of quality: ANSI/NCSL Z540, BAC 5621, AMS2750, ISO 17025, ISO 10012, ASTM E220, ASTM E230, ASTM E207, ASTM E29.

Quality is integral to how we operate. Likewise, we flow down these quality requirements to our supply chain. To mitigate the quality risks and costs involved in sourcing we have implemented an audit process for all of our existing and potential suppliers. This ensures that our supply chain delivers high-quality products, operates efficiently and supports continuous improvement. In effect, they become an extension of our company, and thus must strive to meet the exacting standard to which we hold ourselves and to which our clients hold us.

The American Heritage Dictionary defines quality as “inherent or distinguishing characteristics, a degree or grade of excellence.” The ISO definition of quality is, “The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.” Duro-Sense defines quality as “a mark of uncompromising standards and high achievement for which we strive every day.”

*The quality of our products and our service speak for themselves.  
Our dedication to uncompromising quality is evident in every  
aspect of our commitment to our clients.*

***Duro-Sense Corporation –Premium Quality. Guaranteed.***

When you're ready to learn more about how **Duro-Sense** can help you solve your unique temperature sensing challenges and discover how much time, energy, and money we can save you,

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