

# Madewell Products Ltd

# Case study



Emma Jeffries - Madewell Products Ltd and Mohammad Sarwar – MAS-WM Specialist Manufacturing Advisor

## Madewell Products Ltd (MPL) attains quality standard

MPL, based in Tamworth, have operated in the subcontract fabrication industry since 1968, manufacturing gates and railings and supplying the construction industry. Having more recently taken the opportunity to supply to new markets, they now supply products to the medical, automotive and the petro-chemical industries, including oil-burners to a world-wide distribution network.

## Manufacturing *concerns*

MPL has seen significant growth over the past four years as a result of exploiting new market opportunities and taking an innovative approach to product development, however, Managing Director, Emma Jefferies realised that to keep moving the company forward at the same rate would require a robust management system and comprehensive quality systems. She knew that the ability to make informed business decisions could only be achieved if MPL had access to relevant and accurate management information.

## MAS *action*

Familiar with the MAS-WM sourcing service, Emma contacted the MAS helpdesk for quality systems advice and guidance.



Streamlining our systems and processes has given us greater control over both quality and operational efficiency.

**Emma Jeffries**  
**Madewell Products Ltd**



west midlands  
**mas**  
the dti manufacturing advisory service

0845 245 0845  
[www.mas-wm.org](http://www.mas-wm.org)

MAS - Specialist Manufacturing Advisor, Mohammed Sarwar met with Emma who explained that as well as gaining access to up to date management information, she could foresee that Madewell's customer base would soon demand that the company be at least quality accredited to ISO9001. MAS-WM agreed to fund a project to help the company achieve this standard and to streamline its operational procedures.

Mohammed enlisted the specialist skills of Stoke based consultants CERAM who initially conducted an audited of the companies existing quality processes so that it could undertake a gap analysis and identified what the company needed to do to meet the stringent quality criteria. The new systems also needed to compliment the companies existing estimating-to-invoicing software. Mohammed noted that synchronising the two activities would ensure a successful project outcome, as an enhanced reporting capability would help the company to better manage its processes, people and products.

## Diagnostic

Mohammad Sawar responded to MPL's request for help in achieving ISO9001 to underpin their supply to the medical, automotive and petro-chemical industries. It was only a matter of time before customers would demand these standards which proposed an opportunity.

## Results

The project allowed MPL to attain the necessary quality standards and the successful implementation of ISO9001. This resulted in a 5% waste reduction and enhanced management information. MPL can now identify and manage key performance indicators and they have recently employed a new team member to focus on its quality function. They have also increased turnover by 20% and increased profits of 26% over 4-years with 5% increase in value add.



*MPL is an example of a small company with big ambition. The difference here is that the company has a clear vision and is realistic about how to achieve it.*

Mohammad Sawar  
Specialist Manufacturing  
Advisor



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- Free and subsidised expert visits
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MAS - West Midlands  
Wolverhampton Science Park  
Creative Industries Centre  
Glaisher Drive  
Wolverhampton  
West Midlands  
WV10 9TG

t: 0845 245 0845  
www.mas-wm.org  
email: enquiries@mas-wm.org