

VALMET AUTOMATION (CANADA) LTD.

Acquisition by Finnish firm led to greater awareness of Europe.

"Solve the problem at the source." - Bob Charlton, Director of Product Engineering
Canadian operations

Valmet, originally Sentrol Systems, a CDC company, was bought out by Valmet Automation, a Finnish company, four years ago. The Toronto plant is known as the Sensor Systems Business Unit. They produce gauging and control systems for paper machinery and the metal industry.

Valmet employs 300 people in Canada and the U.S. The Toronto plant generates \$36 million in sales annually.

European operations

Valmet's Finnish parent company, in co-operation with the Toronto plant, maintains offices in Austria, England, Finland and Holland. Within these offices are Strategic Marketing Units responsible for the sale of Valmet's products.

Important points

From the kind of information they were receiving from their European representatives, they decided that an ISO 9000 series Quality Assurance Program was necessary in order to prepare for Europe 1992.

Bob Charlton, director of product engineering, implemented the ISO 9003. He had no previous experience with a formalized quality control standard. His comments could prove useful to other novices:

* "It took a degree of creativity to fit ISO 9003 to our operation because the ISO 9003 is a very general and traditional document."