

Zenith Media

Winning Business by Gaining Certification

Introduction



Mas Advisor Richard Barton with Zenith MD Max Moody

High quality lithographic printing company, Zenith Media, has established itself as a centre for printing excellence.

Established in 1993, the firm is based in Taffs Well, north of Cardiff, and employs 65 people. It operates from two sites in South Wales, totalling 35,000 square feet.

Zenith Media has invested heavily in technology in order to widen the range of services it can offer to clients, and to meet predicted future demands.

The company's commitment to providing top flight print quality, and outstanding customer care, has earned it a broad range of clients, among them household names such as Corus, Countryside Council for Wales, Burger King, Companies House, S4C, the Welsh Rugby Union and the National Assembly for Wales.

These companies form part of a UK-wide client base of more than 250 organisations.

“Our motto is ‘traditional values in a modern society’, and we develop long-standing relationships with our clients, as we always put the customer first,” explained Zenith Media managing director, Max Moody. “This is the key to our success.”

Why work with MAS Wales?

Following a manufacturing review carried out by Manufacturing Advisory Service (MAS) Wales, it was established that a huge potential for winning new clients could be brought about if Zenith Media gained ISO accreditation.

With MAS Wales support Zenith Media very quickly achieved ISO standards:

ISO 9001: 2000 - Quality Assurance Management System

ISO 14001: 2004 - Environmental Management System

OHSAS 18001: 1999 - Occupational Health and Safety Management System



“It is rare for a printing company to gain all three standards, particularly within a two-year time frame,” explained Mr Moody. “And we are the only printing company in Wales to receive the health and safety accreditation.”

As the result of the practical support provided by MAS Wales in helping it to gain ISO recognition, Zenith Media won a substantial contract with Corus - business that was dependent on Zenith Media acquiring the appropriate accreditation.

“MAS Wales provided objective and constructive input, clearly establishing where key improvements had to be made in order for us to be awarded ISO certification,” affirmed Mr Moody.

Benefits of working with MAS Wales

Zenith Media has implemented a number of operational changes following its decision to gain ISO certification.

As a result of establishing procedures and policies, significant improvements have been noted within the company.

These include

- *Better time management
- *A reduction in waste to landfill
- *Reduced energy and chemical consumption
- *Fewer occupational accidents.

“The consultant provided by MAS Wales helped make these changes in such a way that the staff felt included,” explained Mr Moody.

“Maintaining a harmonious atmosphere while altering the way an organisation functions is hugely important, and MAS Wales succeeded in keeping everyone on board.”

Paul Byard, MAS Wales chief executive added:

“Our consultants make a huge effort to fit in with the organisation they are working with - at all levels - and are at pains to understand the culture within the company, and respect its philosophies.

At MAS Wales we also pride ourselves on being able to provide effective, hands-on support. Our input has supported Zenith Media in gaining essential ISO certification - accreditation that is vital for the company to grow and prosper in an increasingly demanding environment.”

About Manufacturing Advisory Service (MAS) Wales

MAS Wales is based at the Waterton Technology Centre in Bridgend, and offers its services to all manufacturing businesses throughout Wales.

BIC Innovation, Mid Wales Manufacturing Group and MEC Cardiff University add specific regional expertise in the mid, north and south areas of the country, backed up by a substantial resource of manufacturing experts.

MAS Wales is equally funded by the Welsh Assembly Government and the DTI, and is part of a national network of MAS centres of excellence.