



Global Superabrasives (GSA) Is ISO 9001: 2015 Certified With The Help Of Consultant BMSC

Bill Herbst founded Global Superabrasives (GSA) as a specialty manufacturer of diamond and CBN coated/bonded superabrasive tooling more than a decade ago, in 2009. Bill says, “A few years ago, we started seeing exponential growth, so much so that we had to move to a larger facility and we added several new machine tools and inspection equipment. During this expansion, our team grew, with the addition of Connor Herbst and Marcus James. And we’ve just grown our Machine Shop with Max Hirschocker



“When I was introducing our company to potential new customers”, Bill says, “the first question that always came up was “Are you ISO certified?”. In lieu of certification, invariably new customers required onsite audits. “These audits, specific to each customer’s requirements, were time consuming”, Bill adds.

Bill was very familiar with ISO/AS9100 certification from his previous employers. He says that during these years everyone talked about the need to certify. “None of the companies I worked for ended up certifying, I think because the prevailing mindset was that it would be very difficult, expensive, and add to paperwork.” So, in actuality, Bill didn’t work for any companies that had successfully completed certification.

Connor and Marcus are both young (Connor is a Gen Z and Marcus a Millennial) who have no fear of technology. The two are learning the trade through Bill as their mentor, and Marcus is a degreed manufacturing engineer through ASU’s Polytechnic program. Bill says, “Connor and Marcus were very open to helping the business grow through certification.”

Bill was working with the Arizona Commerce Authority (ACA), who was helping GSA to take advantage of available tax credits and he was introduced to Arizona’s Manufacturing Extension Partnership (MEP)’s Jim Harrison. Bill says it was Jim who recommended ISO certification as a new step for GSA’s business, and Bretta Kelly, owner of BMSC, was on MEP’s list of approved consultants.

“We initially contacted Bretta Kelly in March of 2021, we selected her as our consultant almost immediately, and we officially began the process of preparing for ISO certification in June of 2021”, Marcus says.

A short few months later, in October, all audits for ISO certification and AS9100 compliance were completed, with ‘o’ findings, Bill says, and he adds, “We were recommended by the Auditors for certification, which we received in November.”

Marcus was designated as the key employee for the ISO certification process, though Connor and Bill also had instrumental roles in the process. Marcus says, “Bretta and her colleague Debbie Hart were great to work with – they didn’t tell us what to do but rather trained us in what was needed for ISO certification, and it was always done in a positive constructive way.”

Connor says, “With the help of BMSC, our preparation for ISO certification didn’t mean more paperwork – it meant better paperwork. It is already helping us to improve operations – in every aspect of our business.” He continues, “Both Bretta and Debbie were extremely professional, knowledgeable and communicative, but they were also fun

to work with. They didn’t tell us just what we needed to do, they explained why we needed to do specific things.”

Bill says, “ISO certification with AS9100 compliance brings added credibility to our organization, and it gives us extreme confidence in our internal processes. Connor adds, “One of the guiding principles of ISO 9001 certification is ‘do what you say, say what you do, it sounds obvious, but in fact it’s something that doesn’t happen intuitively for many businesses.

Marcus says that the GSA team meets regularly to brainstorm areas where GSA can improve. “As an example, with our job tracking we found that a particular job was taking ~6 minutes to drill a hole. We brought in an outside tool supplier who was able to help us see that a new tool would reduce the time to drill the hole to 13 seconds.”

GSA truly believes that ISO 9001: 2015 certification was a necessary step in their growth strategy. “We highly recommend BMSC to anyone who is trying to improve their business with certification”, Bill elaborates.

To learn how GSA, an ISO9001: 2015 Certified business, can support your needs for custom diamond and CBN coated/bonded superabrasive tooling, contact them at: @ 888.586.8783.

To learn more about how you can improve your business with ISO 9001: 2015 and AS9100D certification, contact Bretta Kelly at (602) 445-9400 or visit BusinessMSC.com.