

## Process and Product Quality Division Conference puts focus on the impact of EC 92 and the ISO 9000 standards

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"It couldn't have been held in the U.S. This was the ideal spot for it because Europe is where it's coming from. If it hadn't been held here, I would not have come..." said one attendee of the Process and Product Quality Conference, held in Copthorne, England, Oct. 16-18, 1990.

This sense of "being there" was an important part of the conference. The theme "How to Survive in a Global Market: 1992 and Beyond" centered around the ISO 9000 series standards and how they will affect manufacturers worldwide during this decade. The need to deal with the issues of ISO 9000 compliance, customer requirements, and fears of a "Fortress Europe" mentality led to the choice of location.

In particular, there was a desire to have North American—particularly U.S.—manufacturers meet with European manufacturers and regulators in a place where language

would present the least barrier to those traveling from North America. This factor led to the selection of a site in England.

The ISO 9000 quality standards have become the issue of the moment because they are comprehensive and backed by the European Common Market. The standards are methods for establishing a total quality system for the manufacture of products, and they pose a major stumbling block for U.S. companies.

The purpose of this conference was to make more companies aware of how powerful the ISO standards are apt to be in the coming decade. They are expected to be so important, in fact, that the Process and Product Quality Division will sponsor a conference in Rochester, N.Y., in November 1991 on this same topic.

### Keynote addresses

The conference keynotes were delivered by J. Drew, Commission of the European Communities; David A. Clark, European Paper Institute; and C. M. Ludolph, U.S. Department of Commerce.

**Lucille Hahn** presents a gift to TAPPI in recognition of its 75th anniversary from the Process and Product Quality Division. The gift is a Lenox bowl featuring a likeness of TAPPI headquarters.



Opening session speakers were **C. M. Ludolph**, U.S. Department of Commerce; **David A. Clark**, European Paper Institute; and **J. Drew**, Commission of the European Communities.



**C. H. Hornsby** presents Division Technical Award to **Karl Kratzl**, retired professor of the University of Vienna.



Drew covered the impending changes in Europe which are expected from the finalization of EC 92. Drew pointed out the broad impact on all European manufacturers of the ISO 9000 standards and how the community expected it to affect manufacturing during the next decade.

Ludolph examined these same standards from the U.S. manufacturers' point of view. While not specific to the paper and related industries, he did emphasize the long-term impact that the ISO 9000 series standards will have on customer acceptance of a manufacturer's product. Failure to be certified under ISO 9000 is expected to limit seriously a company's exports to the European market.

Clark addressed the impact of EC 92 on paper manufacturing in Europe and the world. While the purpose of EC 92 was to eliminate nontariff barriers from European manufacturers, it also will aid the export of paper from European manufacturers to other European countries—in effect, creating a nontariff barrier for non-European manufacturers.

The ISO 9000 standards will play a part in this, but these standards are set up so that anyone can use them. It is felt that the increased economic power of Europe will cause a de facto adherence to ISO 9000 standards by other exporting countries.

### A program overview

The program is focused around the demanding new quality standards set forth in ISO 9000. For the Process and Product Quality Division, these standards were considered to be broad enough in scope and important enough to industry to design the entire conference technical program around.

The executive forum, chaired by P. Daisley, presented a variety of viewpoints on the issue of registering for compliance with ISO 9000. While not all agreed on the need to do it quickly or in a certain manner, the underlying theme that verifiable quality will be a marketing tool of the '90s was expressed.

One speaker went so far as to say that companies that choose not to put quality first will lose out on global business and will cease to exist. Strong words, but given the history of mergers and acquisitions in the United States in the 1980s, his words might not miss the mark by much.

The sessions at the conference were:

- Trends and developments in the management of quality
- The executive forum
- Quality system principles
- Requisites for implementing quality systems
- System implementation experience
- Progressive involvement from the supplier to the customer

According to Lucille Hahn, the technical program chairman, this conference was important both in its subject matter and its location. It was an international conference held where "the action is."

The paper industry, and the U.S. paper industry in particular, has yet to accept fully the need to establish a verifiable quality system for its products as a part of its overseas marketing strategy. This may cost U.S. companies a great deal of market share in the future.

In retrospect, Hahn said, "This conference was a milestone for our division. We used to just evaluate test methods. Now we have made our name change to Process and Product Quality mean something.

"I wonder whether in a few years we might look back and say 'this was the most important conference TAPPI ever held.'"

### Honors and awards

Karl Kratzl, retired professor of the University of Vienna, was honored with TAPPI's Process and Product Quality Division Technical Award. He is also the retired head of the chemical department of the Austrian Wood Research Institute.

Along with the award, Kratzl received the Richard S. Hunter Prize, which includes a \$1000 honorarium made possible by a gift to TAPPI from Hunter Labs.

Kratzl has been recognized worldwide for his contributions to wood science and wood and lignin chemistry. He has worked on the development of chlorine-free pulping and bleaching processes for over 20 years, particularly in the areas of high- and low-consistency processes for pulp and oxygen pulping and bleaching processes. Additionally, he has done research on the relationship between tree metab-

C. H. Hornsby presents Division Leadership and Service Award to H. Vann Parker of Federal Paper Board Co.



C. H. Hornsby presents Certificate of Appreciation to Charles G. Leete.



olism and environmental factors, the chemistry of tall oil, and the analysis of fatty acids and terpenes.

Respected internationally as a research scientist, Kratzl has spent more than 50 years working and teaching at the University of Vienna. He has lectured in the United States, The People's Republic of China, Mexico, Canada, Japan, and various European countries, including the 1981 International Wood Pulp Conference in Stockholm. He has written over 200 publications and papers, and holds numerous patents. He holds a Ph.D. in chemistry from the University of Vienna.

A TAPPI member since 1963, Kratzl was named a Fellow in 1983. A member of a number of international associations, he was a founding member of the Austrian Institute of Wood Research and the International Academy of Wood Science (IAWS). He has been honored by the Austrian Pulp and Paper Chemists Association and the Austrian Academy of Science, and was selected a Fellow of the IAWS.

H. Vann Parker, technical director for Federal Paper Board Co. in Augusta, Ga., was honored with the division's Leadership and Service Award.

Since joining TAPPI in 1976, Parker has been an active member of the division. He served on the Ad Hoc Quality Control Committee and has since been a member of the Quality Management (formerly Quality Control) Committee. He has held the offices of secretary, vice chairman, and chairman of the committee. He was also a member of the Paperboard Testing Committee and currently serves on the Physical Properties Committee.

Parker is also active on the Southeast Technical Management Committee of TAPPI's Pulp Manufacture Division. He was a speaker at both the 1987 Managing Quality Seminar and the 1988 Coating Conference and has written articles for *Tappi Journal*. Parker is recognized for his expertise in the areas of quality control, statistical quality control, and paperboard testing.

Prior to joining Federal Paper Board, Parker was manager of quality assurance for Continental Forest Industries in Augusta, Ga., systems engineer for Scott Paper in Mobile, Ala., and systems engineer for Union Camp in Franklin, Va.

Parker earned an M.S. and a B.S. in pulp and paper technology from North Carolina State University.

Certificates of Appreciation were given to retiring Committee Chairman Wayne F. Cronnell and George Hagerty, and a special Certificate of Appreciation was given to Charles G. Leete.

Copies of the *Proceedings of the 1990 Process and Product Quality Conference* can be ordered from TAPPI PRESS, order no. 01-05-1190. Call 1-800-332-8686.

Copies of the ISO 9000 standards, included under the ANSI/ASQC Q90-94 standards, are also available from TAPPI PRESS, order no. 08-02-ASQC. □