



# Gerfor

Standards creating competitive advantage

Gerfor is a Colombian multinational company active in the plastics and synthetic fibres sector of the petrochemical industry. It is one of the leading South American companies in the production and commercialization of faucets and PVC and CPVC piping and fittings.

**Company name:** Gerfor

**Country:** Colombia

**Industry:** Faucets, pipes and piping systems

**No. of employees:** 850

**Revenues/profits:**

USD 104.5 million/

USD 14.3 million (in 2010)

**Main products/services:**

PVC and CPVC pipes and fittings for the construction and sewerage industries, tiles, PVC covers, household faucets, solvent cement.

**Main use of standards:**

- Continual improvement in production and operations
- Market access (marketing and sales)
- Design of new products
- Quality inspections of supplies

**Most important standards used:** Over 200 standards are used: national standards of Colombia (NTC), standards of ISO, ASTM, ASME, European standards, etc.

**Economic benefits generated by standards:** USD 8 051 919 annually, which amounts to 7.7% of the company revenues.

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Colombia corre por nuestras venas



**Key qualitative benefits:** In addition to the quantified impacts, benefits to research and development and to engineering are also deemed substantial.

## **What were the major benefits for Gerfor of using standards?**

Using standards allowed Gerfor to:

- Expand rapidly on the domestic market, meeting and driving demand for quality products
- Access international markets by fulfilling market entry conditions
- Optimize internal operations
- Ensure the quality of supplies

## **How did standards lead to these benefits?**

Gerfor is a serious implementer of product and testing standards and contributes to their development through active participation in standardization committees at the national and international levels.

The company has helped promote quality in Colombia through the development of standards for PVC pipes and other products. Compliance with such standards has gradually emerged as an essential requirement for most high-volume projects (both in the private and public sectors). This resulted in a significant competitive advantage for all companies able to master product quality and demonstrate compliance. (All Gerfor products are designed and certified in conformity with Colombian standards.)

Gerfor is now turning its attention to the international market in order to meet existing and emerging product and testing requirements in foreign countries.

Gerfor has also been very active in implementing management standards, introducing the ISO 9001, ISO 14001 and OHSAS 18001 management systems, which have helped streamline its processes and increase quality and reliability.