

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

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## Publisher's Message

### Considering Quality? Consider This! by SBC Staff

*Do you have confidence that your components are the kind of quality products that builders expect to get from their component supplier?*

This issue of SBC Magazine urges us to consider the quality of our products. We can hear you loud and clear as you say, "Why should I consider quality?"

Each one of us is a consumer in one way or another. We buy produce from the supermarket that offers the freshest, highest quality fruits and vegetables. We send our families to the most respected medical professionals for the best quality of care we can find. We work five out of seven days (and sometimes more) with the hope of delivering a higher quality of life to future generations than we had growing up. We send our children to schools that deliver the highest quality of education so they will enter the world on their own ahead of the curve. Our constant thirst for quality is precisely what we have come to term the "American Dream."

Quality touches our lives in unique ways with every decision we make. Consumers everywhere are driven to accept nothing short of the highest quality products and services. The level of quality influences our purchasing decisions every day and in every way.

In this issue, you'll find columns and features that break down the elements of an effective quality control program: company culture, knowing your customer base and their expectations, and being in tune with what it really takes to deliver a quality product. You'll also notice some new technology that is changing the face of the in-plant QC process and making it more efficient, accurate and user-friendly.

The quality you demand at the grocery store is the exact same quality your builder customers expect from you and your components. Do you have confidence that your components are the kind of quality products that builders expect to get from their component supplier? If you don't meet their expectations for delivering a quality product every time, rest assured that they'll take their business elsewhere. After all, wouldn't you do the same?

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The mission of Structural Building Components Magazine (SBC) is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing of structural building components to ensure growth and continuity, and to be the information conduit by staying abreast of leading-edge issues. SBC will take a leadership role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any of the affiliated associations (SBCC, WTCA, SCDA & STCA).