



How Steelbro used ISO 9001 to enter European markets and strengthen the way it operates

CASE STUDY



Why did Steelbro pursue ISO 9001 certification?

For Steelbro, ISO 9001 certification was never just about compliance. It was a strategic step toward international growth and an opportunity to understand the business more clearly.

Primary driver

European market access

Key learning

Stakeholder feedback and communication

Strengths validated

Product design and field issue capture

The challenge

Steelbro had a standing commitment to improving operational performance, ISO 9001 was already on the roadmap. When the company set its sights on selling into European markets, that commitment became an immediate priority.

The practical challenge was clear: a small internal team, a full workload, and the need to implement a quality management system without disrupting day-to-day operations.

The process

Working with SGS, Steelbro structured and formalised its quality management system, achieving certification within 6 months. Beyond the compliance outcome, the audit process surfaced insights that Steelbro has since embedded into how it operates.

"We always intended to pursue ISO 9001, but our expansion into Europe brought that priority forward."

- Peter Dobbs, General Manager at Steelbro

What the audit revealed

For Steelbro, the most significant outcome was clarity, about where the business was performing well, and where there was room to improve.

Key learnings

- Structured feedback from all stakeholders
- Consistent internal communication
- Acting on insights to drive continuous improvement

Recognised strengths

- Product design processes
- Capturing of field issues

“The importance of feedback and communication with all stakeholders and the need to act on that feedback to achieve continuous improvement.” Peter Dobbs, General Manager at Steelbro.

What is ISO 9001?

ISO 9001 is the world’s leading quality management system standard, with over 1.47 million certificates issued. It specifies the requirements for establishing a quality management system, helping organisations consistently meet customer and stakeholder needs while operating in line with applicable laws and regulations. ISO 9001 certification demonstrates your:

- Commitment to quality
- Use of effective processes
- Investment in staff training
- Ability to deliver impeccable products or services

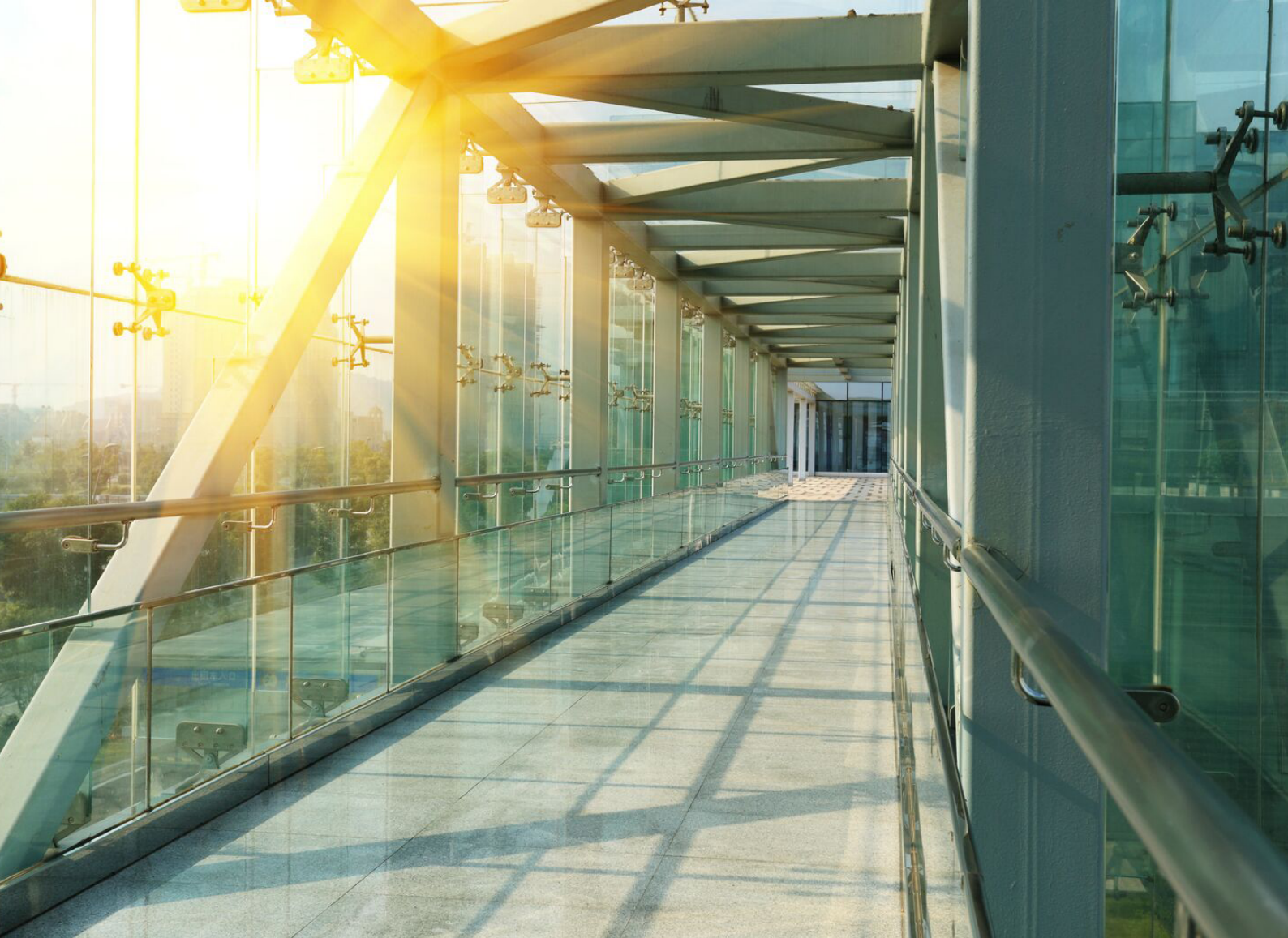
Who is it for?

ISO 9001 helps any organisation, regardless of size or sector, improve its performance, meet customer expectations and demonstrate a commitment to quality.

Benefits of ISO 9001 certification

- Enhanced product and service quality
- Improved customer confidence and complaint resolution
- Streamlined processes and reduced waste
- Stronger risk management
- Better employee engagement and clarity of roles
- Ongoing optimisation and long-term competitiveness
- Contribution to UN Sustainable Development Goals (SDGs)





What is the certification process?

- 1. Understand the standard:**
Study ISO 9001 and assess your organisation's readiness
- 2. Develop your QMS:**
Create and document processes and procedures that align with ISO 9001 requirements

- 3. Conduct internal audits:**
Regular audits help discover improvement areas before certification
- 4. Certification audit:**
A third party, like SGS, conducts a two-stage audit to assess ISO 9001 compliance

ABOUT STEELBRO

Steelbro is a leader in the design, manufacture, servicing and sales of Sidelifters, trailers with cranes for lifting and transporting shipping containers.

Steelbro distributes Sidelifters to transport companies worldwide.

Ready to get certified?

SGS New Zealand works with local businesses of all sizes to achieve ISO 9001 certification efficiently with practical, hands-on support from readiness assessment through to audit and beyond.

For more information, visit [ISO 9001 Certification webpage](#) or talk to our team:

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When you need to be sure

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