

## **Veteran-Owned, Minority-Owned Precision Sheet Metal Fabrication and Machining Company Announces ISO9001/AS9100 Rev. C Certification!**



There are a whole host of reasons why Pure-Logic is so successful. But two primary factors stand out.

First, they are more versatile than many precision-manufacturing shops you will encounter. Not only do they regularly help their customers take a product from concept to production, they offer internal fabrication, tooling, design consultation, precision machining, welding (AWS & TACOM certified), and assembly. Pure-Logic is so talented that they have designed and built their own complete products,

from surgical tables to intricately designed ornate benches that are art pieces suitable for parks, zoos, and the like.

The second primary reason Pure-Logic is so successful (and that they weathered the 2008 downturn with minimal impact) is that they are extremely diversified in the products they build and the industries they serve. Their customers span the bio-pharmaceutical, medical, military, defense, aerospace, commercial and semiconductor industries. By design, they have a relatively small base of customers. This enables them to understand their customers' requirements at a very deep level, and facilitates Pure-Logic's Engineering assistance to create a better product.

### ***Some Background***

Mike Hughes, founder and owner of the company, was trained as a boiler technician / fuel specialist on aircraft carriers while in the Navy. It is this experience that sparked his fascination with aircraft, he says.

After the Navy, Mike moved to San Diego where he spent ten years employed by aerospace and defense manufacturers, learning the craft of precision machining and fabrication. Mike says that one of the most memorable experiences he had was the opportunity to work on an experimental project to extend the life of the F/A-18 Hornet, a twin-engine supersonic, all-weather carrier-capable fighter jet, designed to dogfight and attack ground targets. The experimental project was an undisputable success and led to what is now known as the Center Barrel Replacement Plus. The program is designed to allow the replacement of the center fuselage section of F/A-18 A through D model Hornet aircraft, saving both time and millions of dollars in costs related to replacing aircraft. Another memorable experience was his experience in converting fleet aircraft into demo equipped F/A 18's for the U.S. Navy's Flight Demonstration Squadron, the Blue Angels.

Base closures in San Diego forced Mike to move to Phoenix, Arizona, where he sought employment. With his strong background on the job and with formal schooling in San Diego, Mike was easily able to attain employment. At his job at Stolper Fabralloy, now a division of the Triumph Group, a unique opportunity presented itself for Mike. Stolper Fabralloy was fabricating an engine cover for one of their customers, with a particular finish. The problem was that airborne metallic particulates that resulted from the finish were damaging his employer's CNC machinery. The company and Mike reached a mutual agreement that led to his starting up a business to process these problematic parts.



## About Pure-Logic

Mike launched Pure-Logic in 1996 with his first customer also his employer. He rented a 1400 square foot facility in Tempe, Arizona, and his first purchase order was for \$1400. For the next 2.5 years, Mike worked at Stolpher Fabralloy during the day, from 6 am until 3 or 4 pm, and worked at Pure-Logic in the evenings and weekends. Mike credits his training in the Navy for affording him the stamina to keep up this grueling schedule over the course of more than 2 years.

One of Pure-Logic's earliest customers was a medical device company that manufactures and sells laboratory products for the concentration and storage of adult stem cell products. Today the term 'cell therapy' is used to include stem and progenitor cells derived from a wide variety of tissue sources, including adult peripheral blood, umbilical cord blood, bone marrow, adipose (fat) tissue and placental tissue. Stem cells have been shown to be useful in the treatment of more than 80 different diseases and to regenerate cartilage, bone, muscle, ligament, tendon, blood vessels, and even nervous tissue.

This customer came to Pure-Logic from a referral by another local machine shop, LAI Southwest (now LAI International). Mike was asked to design weld fixtures and build 2 prototypes (rack assemblies) for their umbilical cord blood cryopreservative system stem cell product. Mike and his crew had to build these 2 prototypes in 2 weeks.

The prototypes, now production bio-archive rack assemblies, are one of the products Pure-Logic makes today, 14 years later. In fact, Pure-Logic is the single source supplier of the product that ships internationally.

This same medical device company came to Pure-Logic nearly 13 years ago, with the challenge of building tight tolerance canister cartridges precisely and consistently. Pure-Logic built the tooling and established the processes to meet their customer's requirements. Today, Pure-Logic is the exclusive manufacturer of the cartridges and they ship the end product

to the customer in quantities of 100 in packaging that they designed for the customer.

Mike credits this medical device customer with affording him the opportunity to make Pure-Logic a full time business prepped for aggressive growth. He left his current employer in 1998 and moved the business into a 10,000 square foot facility.

Today, the company resides in an expanded facility, at 15,000 square feet, and Mike made long-term employee Bob Jurgens (with 11 years of tenure), a partner in the firm.

The company is dock to stock with a number of their customers, and for those who utilize report cards, Pure-Logic is an 'A' student. The company values its employees, and in turn, valuable employees remain loyal to the company. Bob says, "Aside from a few new employees that we've hired with growth in this past year, most employees have more than 5 years of tenure with the company. Pure-Logic also values its suppliers, and in particular thanks Reliance Metal Center for supporting them in the early years when they experienced financial difficulties. A venture to design and market a proprietary low cost surgical table influenced this difficult period. This eventually led to Mike's decision to re-focus the company's direction on their core competency of providing manufacturing services to O.E.M.'s in various industries. Mike is proud that after this difficult time in the early 2000s, his company made every supplier whole.

Early last year, Mike asked Bob and key employee James Sorrell (Quality Assurance Coordinator) to research the quality standard that most closely aligned with the way Pure-Logic did business. James and Bob both agreed the ISO9001/AS9100 international standard was perfectly suited for the way their company did business. The two contacted 3 different certification companies, and interviewed them all. Mike also was involved in the interview process. "I worked at 2 companies in my past that went through the certification process. In my experience, it was 'smoke and mirrors'. The resulting manual didn't represent the way my previous employers did business, and once the certification was done, we went back to doing business the way we had always done it. I didn't want this for Pure-Logic. I wanted an experience that every employee was involved in, and the end result wouldn't be just certification. It would impact our business with positive improvements in our processes."

The team unanimously selected BMSC for their consultant. Bob says, "Our decision was based on 3 main factors 1) Price 2) Flexibility 3) Style and Comfort level with the consultant. Bretta Kelly, founder of BMSC, offered a fair price, and her offering was very versatile. You could buy BMSC's services in packages, and the other companies didn't offer this flexibility."

James continued, "Bretta's system was user friendly. We wanted a process that was seamless and natural to how we functioned as a business before certification." He continued, "Bretta didn't try to change us, and she didn't try to sell us a 'one size fits all' package. In fact, she built the system around the way we do business. Bretta and BMSC were outstanding to work with!"

Bob says, "As Bretta and her colleague Debbie consulted us, there were a few areas that emerged as areas that we could improve on. BMSC helped us to achieve these process efficiencies."

Bob, Mike and James all agree that their certification, which they passed with flying colors in December of last year, was a very positive experience, and that they made the right choice with BMSC. Pure-Logic's growth plan focuses on enhancing its existing relationships with current







customers and on the strategic development of new customers. Mike says, "Our recent success in establishing a production line for the manufacture of Blood Pumps used in Heart and Lung Machines, has proven beneficial.

The intense consultation and research invested towards understanding the customers product needs provided us an opportunity to succeed on this project and continue working with our customer in evaluating refinements to the manufacturing process. With this approach we hope to grow steadily and sustain a diverse customer base which will also include Renewable Energy companies".

#### ***Hear from Pure-Logic's customers***

"Pure-Logic was referred to us by another supplier a few years ago. They build welded assemblies for us. Our work requires ITAR Registration and military competence. That is exactly Pure-Logic's forte, and that is why they are our 'Go To guys'.

Pure-Logic is unique in that they are very skilled at looking at incomplete/inaccurate prints and cleaning them up. This instinct is not common with other shops. I can give them complex projects and I know that they have the engineering/design talent to build the product perfectly.

We are delighted that Pure-Logic recently certified to the ISO9001/AS9100 standard. Though they were doing the quality work before certifying, this just makes my job easier from an audit and paperwork standpoint.

I envy Pure-Logic because not only are they expert in military and defense, but they have diversified into so many other industries, including medical and bio-pharmaceutical. They are well positioned to grow with their strength in so many industries.

If you need high quality expert weldments for aerospace or medical, Pure-Logic is an excellent vendor. In fact, I don't think that Pure-Logic, with all of its capabilities, really has any direct competition in the Phoenix market."

***Ray, Manager New Product Introduction, Aerospace Manufacturer***

"We have been using Pure-Logic for a number of years now; from welded assemblies to Research and Development builds. Pure-Logic is extremely thorough and has an excellent customer service team. One of Pure-Logic's strengths is in their design capabilities. They provide

excellent feedback and callout potential manufacturing issues prior to production builds. They are available to support companies with machining, bending, welding and other services.

Pure-Logic is also competitive in their pricing and they provide realistic, on-time service and delivery --they won't commit to a timeframe they can't meet."

***Jim, Strategic Sourcing Manager, Aerospace and Defense Contractor***

"We've been using Pure-Logic for more than 10 years now. They make a lot of bent metal fabricated parts and assemblies. We don't go to any other suppliers for these parts because Pure-Logic has all the equipment in-house, from tube benders to laser cutters, literally all of the equipment needed to make our parts.

They are much more than a fabricator. We view them as a design partner, and frequently we brainstorm new concepts with them. They are a collaboration partner, and this is such a bonus for us.



Parts we get from Pure-Logic is always done right, and their pricing is very competitive. Sometimes we push them very hard with rush jobs, and they do a good job in meeting our rush schedules. Pure-Logic is outstanding."

***Dan, Owner, Industrial Automation Manufacturer***

"Our company has been utilizing Pure-Logic's services for more than a decade now. They build very complex sub-assemblies for our medical devices.

We don't have another supplier who does what Pure-Logics does for us. They do the welding, machining, final inspection and test, but they

also coordinate with external suppliers for the special processing. We view them as a mini-contract supplier for us. Because of their quality and on-time record, Pure-Logic is dock to stock.

Perhaps what is most outstanding about Pure-Logic is that they always come up with creative solutions to help to keep our costs down. We trust them. Mike came to me and told me that our tooling was old and was creating more scrap than should occur. He said if we made some new tooling, we could reduce the piece price dramatically. This is the kind of collaboration we do with Pure-Logic. They are a partner, not a supplier."

***Kim, Senior Director Global Supply Chain, Medical Device Manufacturer***

For more information on Pure-Logic, a Veteran-Owned, Minority-Owned, ISO9001/AS9100, ITAR Registered Machine and Fabrication shop, contact them at (480) 892-9395 or visit their website at [www.purelogicind.com](http://www.purelogicind.com).

To learn more about ISO9001/AS9100 certification that is designed to fit your business, is cost-effective, and results in positive process improvements for your company, call Bretta Kelly, owner of BMSC at (602) 445-9400 or visit their website at [www.businessmsc.com](http://www.businessmsc.com).