



Petra

Standards as a basis for building international competitiveness

Petra Engineering Industries Co. is a leading engineering company in the heating, ventilation and air-conditioning (HVAC) industry in Jordan. Founded in 1987 with a vision to produce a wide range of equipment meeting the requirements of major markets, the company has expanded significantly. Today, about 75% of its total sales derive from exports, primarily to the Middle East, but also to the USA and other countries.

Company name: Petra Engineering Industries Co.

Country: Jordan

Industry: Heating, ventilation, air conditioning (HVAC)

No. of employees: Over 1 500 (in 2011)

Revenues/profits: N.A.

Main products/services:

Wide portfolio of heating, ventilation and air-conditioning products

Main use of standards:

- Research and development
- Procurement
- Production, quality assurance
- Marketing and sales

Most important standards used:

- ISO 9001:2008, *Quality management systems*
- ISO 14001:2004, *Environmental management systems*
- AHRI (Air-Conditioning, Heating and Refrigeration Institute) standards, in particular AHRI 260, AHRI 350, AHRI 430 and AHRI 440
- ANSI/ASHRAE standards mainly for testing methods



- Various European standards (EN) mainly for testing methods
- UL standards for heating and cooling equipment

Economic benefits generated by standards: 4.2% of Petra's average sales revenues between 2006 and 2010.

Key qualitative benefits: Improved environmental and safety management strengthened the company's reputation, while efficient service enhanced customer satisfaction.

What were the major benefits for Petra of using standards?

Using standards allowed Petra to:

- Save on the cost of testing inputs by purchasing from certified suppliers
- Achieve higher reliability/quality of supplies by using standardized components

High-quality, reliable materials and parts are a pre-condition for Petra's manufacturing excellence and reputation.

How did standards lead to these benefits?

Standards were used systematically in the first instance to evaluate the quality of supplies. On that basis, Petra was able to switch to purchasing inputs from certified suppliers only.

With the help of the ISO 9001 quality management system, Petra was able to ensure tight control over its production processes, helping to build up its reputation as a high-quality producer. The company was also successful in obtaining various internationally recognized certifications. Standards and certification marks feature prominently in Petra's product catalogues, highlighting the importance the company attributes to standards as a means of forging an international reputation and entering foreign markets.