



## Gentec Manufacturing Inc. “In Pursuit of a Higher Standard”

Gentec Manufacturing Inc. is a production level precision machine shop and is pleased to announce that it just successfully certified to ISO 9001:2015/AS9100 Rev. D. Gentec has roots in the Bay Area and was started over 40 years ago to support the semi-conductor industry. Purchased by the Diaz family in 2001 and hailing from San Jose, CA, Gentec operates its business from facilities over 10,000 square feet with some of the most rigid, high tolerance, 4 & 5 axis machines in the manufacturing industry. The team at Gentec is empowered by management to continually improve the processes they utilize in manufacturing their components and assemblies. At its core Gentec is staffed with precision machinists, technicians and inspectors, and yet deeper at the inner core is the Production Manager Mike Elder an MBA graduate, and President/CEO Mark Diaz, a degreed Mechanical Engineer. This dynamic duo maintains the yin and the yang of the company and challenges the team daily to exceed all expectations and to document every possible way to improve, work faster, and to work smarter, passing this all on to their customers with the highest in quality components and service.

Mark is a Cal Poly SLO Mechanical Engineer (Mechatronics) graduate who worked his way through college working at various machine shops in San Luis Obispo and the Bay Area. You could say he is a machinist turned engineer turned machinist and has progressed to a successful entrepreneur and some say a master programmer.

In this era of evolution, what stood



as a standard years ago is the distant twinkle of a star today. Mark and his team of highly trained professionals stay on the cutting edge of today's technology, utilizing SolidWorks for design, Geopath and MasterCam CAD CAM software for taking the model 3-D data to G-Code, innovative Visual Jobshop ERP software for running the business, and state of the art lathes and milling machines. Every job that comes into the Gentec facility receives top level attention and a special, unique manufacturing plan, from fixtures, tool holding to manufacturing and quality planning to job traveler processing.

Mark's dream has always been to be an ISO 9001/AS9100 certified company, not only to describe to customers the commitment to quality that is necessary to run a successful machine shop, but because he truly believes in the quality system that the certification represents. Mark and his team are very proud to have achieved ISO/AS9100 certification (ISO 9001 since 2004, AS9100 since 2017) and they live it every day in how they all walk the walk of the highest quality designation with the best of the best of precision components. Mark said “When my family first bought the company in 2001 I was looking for a way to differentiate Gentec from the vast number of machine shops in the industry. To me, ISO certification was not an option but an absolute necessity if we were to show our customers how committed we were to being part of their production team. Then, after being successfully ISO certified for many years and working on aerospace projects since 2004, I understood that the next level of quality, AS9100

was now the next goal that we absolutely must achieve. After reading the AS9100 standard over and over again I initially thought AS9100 was going to be a long term goal not achieved for many years. I knew that our system was near compliant to the new standard but there were still gaps that we were not sure how to overcome in a reasonable amount of time. After reading regularly in A2Z Manufacturing the many stories of shops similar to Gentec who were continually getting certified, I began to find a similar theme in many of the stories. That being Bretta Kelly and Debbie Hart of BSMC consistently appearing in these articles and advertisements with their very straightforward, clean and precise understanding of the AS9100 standard and how to best apply it to shops such as Gentec. After speaking to Bretta many times over the course of a few months, it was clear that she fully understood not only the standard itself, but how it fit with the system that we had already developed at Gentec over the years since our initial certification. This is when I knew AS9100 was not a far off dream but could become a true reality with the assistance of Bretta and Debbie. Not only did they modify our system and close the gaps, but they analyzed our existing system and eliminated many of the unnecessary and wasteful processes that were

not adding value to us nor to our customers. This increased efficiency, even after adding some necessary processes to meet the new standard, actually reduced the amount of overall time that it takes to manage our now fully AS9100 certified quality system and allows us to focus more on meeting our customers expectations, tracking our performance in a more concise manner and working with our personnel on continual process improvements. This not only reaffirmed my belief that a high-end quality system is not only an absolute necessity for Gentec and its customers but is a top tier method to manage a successful business.

Mark continued “No system creates absolute perfection, what I communicate to my crew is; while we may have an excellent certification that is only the beginning. Quality means not only



that we strive for perfection, but we identify inefficiencies and opportunities for improvement in a prompt, straightforward and effective manner. This proactive way of thinking establishes a baseline method of thinking that can be applied across the entire operation and improves our system to move one step closer to our goal. I tell them that perfection is not a destination but an ongoing journey achieved only through teamwork, integrity and continual improvement. In all reality, quality very much mirrors life itself.”

To that end, Mark uses a cool and easygoing approach in all manners of business operation which empowers his teammates to truly become part of the overall system by coming together to set and achieve systematic and ongoing goals.

Mark says, “Gentec does not employ “machine operators”. Every team member is, or will be, a highly trained manufacturing professional. Every machinist must be able to setup their machine, measure parts that come off the machine and constantly monitor their work to maintain dimensions. Some individuals have worked up the ranks and have been mentored at the facility and eventually are certified as a machinist.” He continued, “For many years I was the only CNC Mill programmer at Gentec. Not long ago a long-term employee showed promise of being an excellent Mill

programmer so I had a talk with him about what I saw for his future here at Gentec. I offered paid off site training, ongoing one on one training sessions between just he and I and now this long-term (6 years tenure) employee is not only a machinist but also a highly trained programmer for our company. I take great pride in seeing him program using new methods, such as 3D milling, that I have been able to teach him in a very short amount of time. There is something very gratifying about being able to pass on what I’ve learned in this industry and especially to someone with potential who can become a better machinist because of it.” Along with this individual, the team at Gentec is supported by an extremely talented CNC Lathe programmer who manages that department entirely and also is encouraged to share his knowledge and experience with the team.

Once a customer has a design in place Mark can utilize his Mechanical

Engineering expertise to help to improve the drawings for ease of manufacturing. Mark works with his clients engineering departments to make sure everything fits and functions together at every level of tolerance in an assembly, checking for unnecessary hidden cost features and ensuring the individual components can be made in the most cost effective and harmonious method. Gentec is a true partner to their customers in that the help Mark affords is just part of being associated with his company. Mark wants to understand his customers' business model and is here for the long term to support his customers to succeed and be profitable. As a result of this way of thinking Gentec's major customers have been with them for over 10 years. This win-win way of life perpetuates the growth for both companies and displays the true partnership of one hand washing the other.



improve processes to make parts easier to machine If you are looking for a great supplier that really acts as an extension of your company call Gentec!" -Purchasing Agent for an East Coast Medical firm

Gentec Manufacturing is a high quality, team oriented, process driven, CNC Precision Machine Shop specializing in multi-axis Milling, Turning and EDM work. Gentec understands the rigorous quality standards that are required in the medical, aerospace, defense and semiconductor industries and they have tailored their quality system to meet and exceed those standards including ISO 9001:2015 / AS9100 Rev D certified requirements. Gentec is a true believer in the quality standards that certification represents. Gentec sets the standard for responsive customer service, flexibility to their customer's requirements and, of course, high quality parts on time, every time. We have proven ourselves to our customer base and continue to grow steadily but systematically to ensure we are

consistently available to meet our customer's needs. Gentec is a contract driven CNC machine shop capable of large and small volume production orders utilizing KanBan capability, blanket order releases, inventory stocking and complete one-time deliveries. Gentec also offers manufacturing engineering services to suggest potential design changes that may reduce cost and increase manufacturing efficiency. Gentec is your partner in manufacturing and they are committed to adjusting their systems to meet all customer needs. Gentec Manufacturing truly is and will always be In Pursuit of a Higher Standard.

*What do a few of Gentec's customers have to say about them?*

"We have been doing business with Gentec for many years. I have had the pleasure of working with Gentec as the Supply Chain Manager for two of our corporate sites and they are very impressive and very easy to work with. Gentec is not like any job shop I have worked with in the past. They give impressive engineering assistance and they work very well with my engineering team. They like challenges, and they offer top level engineering support with the utmost flexibility. They are always improving the process and very proactive, I would recommend Gentec to any company looking for a true manufacturing partner!" -SCM for a large subcontract-manufacturing firm in the West.

"We have been doing business with Gentec since 2004 and they are so easy to work with. They are extremely accommodating. Mike and Mark bend over backwards to make sure we are being taken care of. We are in the East and the delivery of an extra week compared to suppliers on the East coast is more than worth it. They are my number 1 supplier! Their quality is top notch. They work very well with my engineering team helping to

**For more information on Gentec Manufacturing and how they can support your supply chain contact them at:**

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