



**IKEBANA**  
**ENGINEERING LTD.**

Some Secrets of Success

A special publication of the Bangkok Post





# Ikebana in essence

## Message from the Managing Director of Ikebana Engineering Limited

It gives me great pleasure to announce the opening of our new factory at Ratchaburi Province of Thailand as part of our BOI promoted expansion project.

The project has received promotional incentives from the Board of Investment aimed at increasing export revenues which are growing at a compounded rate of over 40% annually. The new factory manufactures a complete range of heat shrinkable cable accessories including thin wall tubes and medium wall tubes. This endeavour will help us serve our customers even better than before.

Ikebana has also successfully implemented at the new location the international quality management system as per ISO 9001:2000.

Since Ikebana started in 1992, we have always been on a quest to continuously improve and upgrade our capabilities in terms of product range, quality of products and service, to exceed the expectations of our customers. I am happy to note that the new factory is an important milestone on our continuous path towards our objective to be a global leader in our industry.

On this auspicious occasion, I would like to take this opportunity to thank every member of the Ikebana team who have all contributed a great deal to the success of this company. I would also like to thank our esteemed customers and suppliers for being partners in our success and for the loyalty and invaluable support they have extended to us over the years.

— Sanjeev Nabar —

From modest beginnings in 1992, when it started manufacturing heat shrinkable end caps in a small factory in Bangkok, Ikebana Engineering Limited has graduated into a manufacturer of a full range of heat shrinkable cable accessories: heat shrinkable end caps, low voltage and high voltage termination systems, critical heat shrinkable components and an extensive range of heat shrinkable tubes. Over the last twelve years, Ikebana has grown every year, not just in terms of turnover but also by customer base, product range and capacity.

Exports account for 95% of Ikebana's sales. Ikebana heat shrinkable accessories are widely used in over 25 countries across five continents. In each of these markets, the company has an established reputation for its zero-defect product quality and its highly responsive pre- and after-sales services. In particular, the company's Medium Voltage heat shrinkable critical components are used by many well-known companies in Europe in their MV termination systems. Moreover, Ikebana has transformed itself into a frontline global player in the cable accessory industry.

The year 2004 sees another milestone in Ikebana's ongoing story of growth and excellence. As part of a Board of Investment promoted expansion project, the company has now moved into a new 4,500 square meter factory in Ratchaburi Industrial Estate, Ratchaburi. Ikebana is in a position to considerably expand its production capacity, as is required for it to satisfy ever-increasing demand from customers.

At the heart of Ikebana's manufacturing operation is a fully-integrated manufacturing facility starting with a compounding plant and a fleet of computer-controlled injection moulding machines, extruders, cross-linking



facilities and special purpose machines for expansion, sealant coating, printing and packing. Moreover, these machines are complemented by precision made moulds, dies and tooling.

The Quality Management System of Ikebana Engineering Ltd. is certified as meeting or exceeding the internationally recognised ISO 9001:2000 standard. Indeed, Ikebana holds ISO 9001 certificates issued by DSM (Malaysia), ANSI-RAB (USA) and UKAS (UK).

## Associate companies

Ikebana Electronics Pvt. Ltd. located in Mumbai, India, is the distributor of Ikebana cable accessories in India. The company specialises in system products such as cable termination systems and joints. Ikebana Electronics Pvt. Ltd. is an ISO 9001:2000 certified company with a healthy growth record in India.

Ikebana International Ltd. is the distributor of Ikebana products in Europe, where it has achieved excellent market penetration. As a result, exports to Europe account for some 60% of Ikebana's sales.





## Quality management

Ikebana has a unique and highly effective 3-point quality assurance system in place to perform the product quality management function.

- Operator:** Every operator is responsible for the quality of his output. He is required to carry out a thorough inspection of his own work before passing the item onto the next work station.
- Inspectors:** Products in-process, as well as finished products that have been quality checked by the operators, are then passed through the Inspection section on the shop floor. Here dedicated quality control specialists inspect every individual product for defects. Inspectors are mostly

handpicked from operators with especially excellent knowledge and experience of Ikebana and its products.

- Quality Assurance Department:** The quality assurance department is the final link in Ikebana's product quality management chain. The company's quality assurance officers continuously survey the manufacturing process, picking up random samples for thorough product testing. Moreover, Ikebana takes pride in its fully-equipped quality assurance laboratory which is capable of carrying out both routine and type tests of product properties in accordance with the most rigorous international standards.

## Human resources

Ikebana sees its employees as being the key to maintaining a consistent output of high quality products. As such, the company works hard to develop a well qualified and highly motivated labour force which works together like a family.

Labour relations in Ikebana have always been healthy and harmonious. Employees are carefully recruited to ensure that only the best qualified individuals are accepted. Once new recruits start work, they can expect to receive rigorous ongoing training in advanced heat shrink technology and related manufacturing processes, thereby adding to the company's

store of expertise and excellence.

To maintain this happy state of affairs, Ikebana has set up employee committees tasked with resolving any employee grievances, improving employee satisfaction and easing communications between management and staff. Employees elect their own representatives on the committees, thereby helping management to keep in close touch with how they really think and feel. Moreover, through these committees, the employees have the opportunity to participate in the management of the company and be more a part of its activities and objectives.



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*Best wishes to IKEBANA  
on this auspicious occasion*



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### Congratulations to IKEBANA

*on the opening of your new factory &  
ISO 9001:2000 certification*



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# Congratulations on achieving ISO 9001:2000 certification and the grand opening of **IKEBANA's** new factory



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## CONGRATULATIONS!



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## CONGRATULATIONS

**ON YOUR ISO 9001:2000 CERTIFICATION  
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