

**Direction:** Read the story of Uratex and answer the questions below it.

### **Uratex Commits to Product Quality**

Source: <http://www.philstar.com/business/602727/uratex-commits-product-quality>

<http://www.lazada.com.ph/uratex/>

Remember the time when you are still lying on a flat, hard, and uncomfortable bed? As time passed, people's curiosity, skill and demand have driven the research on making materials that cater the needs of man. From flat and hard bed, shifted into soft and more relaxing couch, began in 1968, as part of the owners' dream in producing high end quality foam at an affordable price as well as something that man can use in everyday lives, Uratex has been produced. The brand is well-known for three reasons; its durability, satisfaction and comfort ability. The company worked passionately in designing products aimed to provide comfort, healthful, restful and peaceful sleep every single night.

Multiflex RNC Philippines Inc., which makes Uratex, has invested on top-of-the-line equipment to produce mattresses that are up to world-class standards, while raising the bar in terms of quality foam production in the Philippines.

Uratex has proven itself to be the leading foam manufacturer in the country. To prove, in five consecutive years, Readers digest gives recognition to the company for being the Most Trusted Brand. This recent award continues to be a proof to the company's commitment to bring only the best foam products to Filipinos. With high quality products and numerous innovations, surely consumers will be satisfied to what they paid for. As consumers, once you choose Uratex brand, you are assured that the items lasts for years. Another thing that makes them trusted is they always seek ways to improve their products.

It is now one of the leading foam producers in Southeast Asia, with products that are comparable to the best in the world. All Uratex foam blocks are produced using processes that rival the best in the United States and Europe. It utilizes the computerized Vertifoam process to form perfectly shaped foam. The work doesn't end there. Each block of form is cured through a cooling and drying process that ensures durability.

With optimum storage conditions and special equipment for customized  
ting according to specifications, consumers are assured of a top-quality product.  
d since it is made in the Philippines, it has a more reasonable cost than imported  
m products.

Just recently, Multiflex invested on a German Hennecke foaming equipment  
mprove its foam production consistent with its vision for quality. With the call  
a green workplace, efforts have been made to significantly reduce foam waste,  
ich may affect the environment.

The secret to the success of Uratex is based on an uncompromising commitment  
product quality and investment, sound financial management, and people skills  
t encouraged its staff to help innovate on its different foam products.

These have helped the Uratex brand become synonymous with world-class  
nufacturing in the Philippines.

### Questions:

What approach in quality has Uratex brand used to excel? Explain briefly.

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How would you qualify Uratex brand using the three quality types of design,  
quality of conformance and quality of performance? Discuss further.

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3. Can Uratex brand make use of reengineering to further improve its mattresses?  
Defend your side.