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Celebrating 20 Years of gSource Accuracy

President, Gerd Billmann, and Quality Manager, Jinay Dalal both explained how gSource's quality standards are molded into every instrument gSource provides. But in order to achieve the company's own high standards, employees must scrutinize designs and promotional materials. Before testing and inspecting instruments, specifications must be carefully reviewed to ensure accuracy.

Product Development Engineer, Evan Van Tine, designs future additions to the gSource line of instruments. "My initial design grows and changes over time until it is finished and customers purchase that product. It's fulfilling to see all of that happen." However, accuracy is a necessity. "Engineers, the quality department and management must review and approve of every step in the development process. This is how gSource creates and sells reputable instruments, and ultimately, that has helped gSource succeed for 20 years."

Marketing Manager, Elizabeth Ostrow, agrees. "I enjoy writing and determining how and where to promote our instruments. But a lot of what I do is review product specifications and the promotional materials for those products." Knowing the detail of an instrument isn't just important for Marketing, it's important for the customers. Elizabeth continues, "Consistently reviewing details ensures accuracy, and accuracy makes a difference for the doctor or surgeon. Customers know that we carefully scrutinize all of our work at gSource, and that is why gSource continues to be successful after 20 years in business."

Both Evan and Liz add their own creativity to gSource, but recognize the hard work necessary to achieve the quality upon which gSource prides itself. Customers will not be satisfied with anything short of the finest quality. However, gSource is more than just quality and scrutiny of instrument details, but just as importantly, the company depends on the service teams that ultimately fulfill customers' needs. Next week, a few of gSource's service experts share some of their thoughts about the company's customer service practices.