



Acting in the area of automobile wiring cables, Metalconforme manufactures highly customized test equipment for the auto industry renowned insignia. The company, which was founded in 1993, is a world reference in the production of devices and tools to build and test the harness of the automotive industry. With branches in Morocco and Romania, the business has developed and, in the future, the goal is to grow in space and services, in order to satisfy, and always get better, the needs of those who are the most demanding customers in the market.



METALCONFORME

João Jaques already had experience in metalworking sector when, in 1993, he founded Metalconforme. At the beginning, the company was specialized in dies and sharp but, due to strong competition in the industry, João Jaques chose to change the direction of the business and focus on develop-

nationalization was a natural step. "Our main client, at the time, was a multinational with presence in Portugal. To our company growth, and with the relocation of many of our customers abroad, we had to choose to open companies abroad too, in order to monitor the market" recalls João about the reasons for moving across bor-



ment and production of devices and appliances to test automotive harness, among other valences, of electrical, continuity, leak, seal, color tests, etc. "Today, we are first line suppliers for the cars cabling industry", emphasizes João Jaques, administrator of the company, which in 2008, his daughter Rita Jaques joined. Given the huge automobile sector dynamics, the redirection of goals for new markets and metalworking industry modernization, inter-

So, the first company, in 2004, opens in Morocco, followed by a factory in Romania in 2005. "At the beginning, the international units functioned only as support structures, however, as time went on, and most of all due to the proximity to the final client, we amplified the production of our parts in these countries, as well as the provision of assistance and assembly services on clients companies" says Rita Jaques.

"WHAT MAKES US DIFFERENT IS EXACTLY THAT. WE ARE ALONGSIDE THE CLIENT AND WE COLLABORATE WITH THEIR ENGINEERING, PRESENTING SOLUTIONS AND IMPROVEMENTS FOR THEIR NEEDS." SAYS JOÃO JAQUES.

PROXIMITY SERVICE

The proximity to the client has been an essential element in the path the company has followed, bearing in mind that, requirements in this sector are everything, delivering the final product is far from being enough. "What makes us different is exactly that. We are

alongside the client and we collaborate with their engineering, presenting solutions and improvements for their needs." says João Jaques. In



this context, and in order to deal with every needs of business customers, it is essential to maintain the good performance of Metalconforme's technical office. "This is our research and development center, all customers' requests go through there, since they are the ones who de-

velop each project," says Rita Jaques, while she emphasizes the company's solid surface in research & development areas. Usually, the client simply says

longevity of the relationships and the results obtained are also boost factors that enhance



the confidence that most reputable automotive agents lay on Metalconforme. However, the reality of the sector is not perfect. In a company where the production is not in series and each order is unique and may be ten or a hundred units, the work is fickle. "There are times when we have a lot of work and others in which we have a few orders, but, due to the lack of specialized professionals in the industry, we have to keep the number of employees to ensure that when it is necessary, we can respond," says Rita Jaques. Although there are training institutes in the field of metalworking, there are few trainees who know how to operate CNC - the main production

machines of Metalconforme. Training is therefore a very important area within the company. "We train people indoors which takes us a long time," stresses João Jaques. Another difficulty is the time-limit required by customers, which tend to diminish constantly. "We do meet deadlines, but they are becoming shorter

everytime" says Rita Jaques. However, difficulty is not a synonymous for problem. In the company, all are available to, when necessary, work late or begin earlier. The important thing is to always meet the client's needs.



"ONE OF OUR BIGGEST INVESTMENTS, IN RECENT YEARS, WAS THE PURCHASE OF DIFFERENT CNC WHICH ARE HIGH-PRECISION MACHINES" EXEMPLIFIES THE ADMINISTRATOR, WHILE HIGHLIGHTING THAT THE COMPANY IS EQUIPPED WITH THE LATEST TECHNOLOGY AND OFFERS ALL THE FEATURES FOR A PREMIUM PRODUCTION. FOR THE FUTURE, THE PLAN IS TO INCREASE THE FACILITIES

A HUGE COMMITMENT

The team spirit is patent and, in Metalconforme, "nobody is afraid of the boss". The relationship between employees and management is very close and, to strengthen the harmony and the commitment, the company develops, annually, alongside different professional technical training, team building and several "playful" moments that bring more motivation to work. "We organize different gatherings and give many incentives to employees, such as health insurance. We care too much about their well-being because they are fundamental to the success of the company." Rita Jaques. The investments are not only technological, but also on safety and working conditions. "One of our biggest investments, in recent years, was the purchase of different CNC which are high-precision machines" exemplifies the administrator, while highlighting that the company is equi-

pped with the latest technology and offers all the features for a premium production. For the future, the plan is to increase the facilities: "We have acquired the land in front of the current facilities in order to expand our

ques, stressing that Metalconforme is committed to continue to invest in product and service quality. According to the administration, achieving this goal requires a culture of excellence, "it begins at the time of purcha-



valances. With this growth, we intend to produce new products, but always within the same area of business" explains João Ja-

se of raw material and ends up with a satisfied customer", which is the main purpose of Metalconforme.

