



# VANCOUVER CONSUMERS MEET WITH... ALI MOZAFFARI *from* IRON AGE MANUFACTURING LTD.

Iron Age Manufacturing Ltd. is a 10-year Consumer Choice Award winner in the category of Iron Products, in the region of Vancouver. The company has been in business since 1997 and is the leader in Architectural Custom Metal Work.



### WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

Iron Age is committed to providing our customers with premium custom metal work design. We are honored to receive the 'Consumer Choice' award for 10 consecutive years. By achieving to be one of the best custom metal work companies in Vancouver, we have fully manifested our continuous commitment to strive for excellence in custom metal work field. It is not only demonstrated as a proof of customer's recognition, but also a great encouragement for us to achieve a greater performance in the future.

### HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

Iron Age will stay as one team to keep improving our quality and services that will continue striving the best for our customers. The motivation from being honoured as an accomplished custom metal work company will excel our reliability and quality of our work. The more accomplishments we achieve, the more meaningful our work becomes as we move forward.

### WHAT IS IT ABOUT YOUR COMPANY YOU FEEL SETS YOU APART FROM YOUR COMPETITORS?

At Iron Age, we work as a team with a continuous purpose - to provide better service to our customers. Our philosophy has always centralized as result of belief that we can do better. Thus, after 20 years of striving in the field, we are confident to say we got everything you need. We provide a full range of custom metal work services, beginning from design to fabrication to installation, just bring your idea to us, it will turn to reality right here. We also value quality as the most crucial component and in fact that's exactly what really sets us apart from our competitors. The habit of attaching importance to

**WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?** 10 years ago, we moved from a 3,000 Square foot shop to 10,000 Square foot facility. The biggest risk we have ever taken has been training and hiring more people to accommodate a facility almost triple in size as our previous one. We have learned from our mistakes and accomplishments over the course of completing thousands of projects. Currently we are in the process of another expansion and plan to make it happen more smoothly and efficiently than previously.

**BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?** Our next big step would be maintaining a high level of customer satisfaction, and to be more efficient at delivery of goods and services, and to improve the quality and ingenuity of our work. Our goal is to make Iron Age's name stand out with dignity and pride. When it comes to helping our clients we make sure the utmost of care is given in each project.

## GETTING TO KNOW ALI MOZAFFARI

**MY BUSINESS MOTTO IS...** We are an excellent team and highly experienced, that why we can do it better!

**WHAT I LIKE MOST ABOUT MY JOB IS...** Designing and creating initial concept of our work and seeing those concepts work in reality. Also, working with enthusiastic designers and architects and homeowners.

**RECENTLY I LEARNED...** The interesting point is we learn something new everyday, because of the uniqueness and challenges within each of our projects.

**MY BIGGEST SUCCESS IS...** Paying attention to our customers and doing our best to deliver for 20 years.

**IF I COULD OWN ONE WORD IN MY CONSUMERS'S MIND...** TRUST

# IRON AGE

**MANUFACTURING LTD**  
DESIGN, FABRICATION & INSTALLATION

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