

Quality Assurance Overview

Apparel & Accessories



Quality Assurance Partnership

- QA's role is to educate Vendors on QVC expectations to set them up for success the first time a product is submitted.
- The Vendor's role is to ensure that products are engineered and manufactured to meet all Federal, State & Local regulations, as well as the appropriate industry and QVC standards.
- Vendor Representatives are expected to work with their Vendors to develop a product that will meet QVC's requirements & expectations.

Quality Assurance Roles & Responsibilities

- Creation and maintenance of Quality Guidelines, Specifications & Product Requirements
- Internal and External Customer Education
- 1st Piece Sample Evaluation (physical samples and virtual samples)
- Test Report and Document Verification
- Monitor key customer performance metrics including return rates and customer feedback

Third Party Fabric & Garment Testing

- Each item number must be tested to the appropriate QVC Testing Protocol(s)
- Completed QVC Test Request Form must be submitted to the lab, together with the fabric and sample(s) for testing
- Average turnaround time for testing to be conducted is 7 business days
- Allow another 5 business days for QVC to process results once received from lab
- Testing lab will e-mail a copy of the report to the vendor, and to the QVC testing mailbox
 - Note that only Passing test reports will be sent to QVC
- *Must have completed and passed full testing protocols prior to sample submission*
- *Care/content label wording must match the approved testing report results*

Claims

Claims Substantiation:

- What: Product claims as to the benefits, attributes, effects, etc. of such products must be substantiated.
- How: QVC requires that all safety, on-air and off-air efficacy claims are substantiated by adequate documentation. Depending on the claim, that may require testing by 3rd party testing labs.
- Process: Claims need to be submitted to the QVC buying team from the Vendor. QVC Buyer will submit for either QA or Legal review.

First Piece/Top of Production (TOP) Sample Submission

Definition of QA First Piece Sample:

A sample that represents the production run in all respects, including the exact same materials, construction, packaging, labeling, measurements, etc.

What you need to submit:

Apparel: Size Small (8) and 1X (20W) samples; Footwear: Size 7 and 9 samples; TSV's require a Full Size Run; Accessory items typically require a sample in each color

Who to submit to: All First Piece/TOP samples should be submitted to the QVC buying team

When to expect results: QA Evaluations are completed within 5 business days.

Any deviation from production must be clearly indicated at the time of sample submission

Quality Assurance First Piece Process

Definition of Quality Assurance First Piece Sample:

- Product Features/Function
- Packaging
- Graphics
- Warranty and Instructions
- Material
- Composition/Construction
- Aesthetics
- Product Attributes
- Specs/Measurement

Customer Satisfaction & Feedback

- Overall Unit Return Rates
- Finished Goods Acceptance rates
- First Piece Acceptance Rates
- Damaged & Defective Ship Rates
- Size Doesn't Fit Return Rates
- Distribution Center Rejection Rate
- QVC.com Product Reviews

Additional Information

- QVC Quality Assurance requires products to meet all regulatory requirements.
- QVC Quality Assurance requires products to perform as intended.
- QVC Quality Assurance requires products to be submitted to 1st Piece QA within a reasonable time to process.