

# *Quality Assurance Overview*

## *Home Goods*



# Quality Assurance Partnership

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- 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

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- 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 Testing

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- Third party testing reports, when required for your specific product, are sent to QVC's buying office (when submitting the First Piece Sample).
- Testing by a 3<sup>rd</sup> party Lab supports regulatory requirements for your product. QVC Quality Assurance expects that all vendors comply with regulatory requirements whether testing is requested to be submitted or not.
- 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.

# Claims

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## 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 3<sup>rd</sup> 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.

# Required Documentation

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- Third Party Testing (when required for submission) – Regulatory, Performance, Claims.
- Warranties – All warranties should comply with FTC Guidelines.
- Lithium Battery Forms – If your product has a lithium battery, it is critical that this form accompany your product submission.
- Claims Packet – If your product intends to make a claim, a claims packet must be submitted with the proper substantiation.
- Other possible documents if applicable:
  - SDS – Safety Data Sheet
  - UN/UL Certificate – United Laboratories
  - Authorization to Mark (ATM)
  - 510K Form

# First Piece/Top of Production (TOP) Sample Submission

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Definition of Quality Assurance First Piece Sample: A sample that represents the production run in all respects, including the exact same materials, construction, packaging, inserts, labeling, etc.

What you need to submit: With the sample you will need to submit testing documentation, product ingredients (if applicable), all literature. Samples must be packed the exact way customer will receive product and all packaging must have required labeling.

Who to submit to: All first piece samples should be submitted to your buying team.

When to expect evaluation report: 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

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## 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

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- 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

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- 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 1<sup>st</sup> Piece QA within a reasonable time to process.