

Quality Assurance Overview Jewelry



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

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.

Required Documentation

- Third Party Testing – Precious Metals: Fire Assay; Plating Composition & Micron Thickness; Functional Testing for Box or Hidden Box Clasps; Other Materials: Testing to verify compliance to Prop 65 & applicable regulations
- GIA (Gemological Institute of America) Report
- Gemstone Declaration & Treatment Disclosure Form
- Diamonique Spec Form
- Metal and Metal Plating Declaration; other materials disclosure
- Watch Specifications
- Lithium battery information form
- UN/UL Certificate – United Laboratories

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, inserts, labeling, etc.

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

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

When to expect results: QA Evaluations are completed within a 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 (additional inserts, romance cards, etc.)
- Material
- Composition/Construction
- Aesthetics
- Product Attributes
- Specs/Measurement
- Acceptable ranges of stone clarity, cut and color

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.