

Quality Assurance Overview Apparel



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 European regulations, as well as the appropriate industry and QVC standards.

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

Quality Assurance – Submitting Samples and Technical Documents

The following needs to be provided to the QVC Quality Assurance Department in order for ‘First Piece Evaluation’ to take place.

- Product Sample (For Vendors who are Sample Vendors ONLY)
- Product Specification Card (to be emailed to Buying department)
- Third Party Test Certification (to be emailed to Quality Assurance department)
- Advertising Claims Substantiation Form (to be emailed to QVC Buyer)

First Piece/Top of Production (TOP) Sample Submission

Definition of Quality Assurance First Piece Sample:

- A sample that represents the final production run, any discrepancies between the Quality Assurance sample compared to the finished TOP sample must be clearly stipulated.

What you need to submit:

- In addition to the sample, you will need to submit testing and required documentation. Samples must be packed the exact way the customer will receive the product (mail order ready) and all packaging must have required labelling.

Who to submit to:

- All first piece samples should be submitted to the QVC CREWS team (QVC UK, Building 8, Chiswick Park, London, W4 5XU) labelled with the QVC item number and the term QA SAMPLE.

When to expect results:

- Quality Assurance evaluations are completed within 5 business days, once sample and full documents are received.
- Any deviation from production must be clearly indicated at the time of sample submission.

Product Specification Card (PSC)

- Every product sold by QVC requires to have a PSC completed for it.
- Accurate and complete information is vital to the QVC operation as information on the Product Spec Card is used to generate sales copy and for product checks to be performed.
- On agreement from your QVC buyer that your product is to be sold a PSC should be completed at the earliest opportunity.
- Missing, inaccurate information or late submitted PSC can lead to delays in getting QVC product to air.
- Blank templates of the PSC are available from your QVC Buyer.

Product Specification Card

Do you need additional instructions?

1. Select QVC Market you are supplying to

2. Select Your Language Preference

3. Select Category

4. Select Sub-Category

5. SHEET TO BE COMPLETED (based on product category):

<input type="button" value="PRODUCT"/>	<input type="button" value="Packaging & hazardous info"/>	<input type="button" value="RETAIL"/>	<input type="button" value="GTIN NUMBER"/>
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6. Date & Version

Reason for updates

Product Specification Card QVC SKN (Article Number)

Vendor Name	Agency	Brand	Vendor Model # (Style #)
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Base Price (1/16)	DO Postage exc. VAT	Imported into EU by (If QVC, Please State 'QVC')	Country of Origin	Customs Tariff Number	NA
<input type="button" value="Select"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Select"/>

Positioning

TV Caption (Product Description)

Selling Point/Special Features (Long Description)

PRODUCT IMAGES

Special Certification for Brand Name/License Claim (i.e. L'Oréal/Swarovski/Disney)

Product Specification Card SKN

Do you need additional instructions?

Packaging

Packaging Description (QVC single saleable unit) Master Carton

Options	Length (cm)	Width (cm)	Height (cm)	Gross Weight (g)	Length (cm)	Width (cm)	Height (cm)	Qty per Master Carton
H1								
H2								
H3								
H4								
H5								

Waste Component (packaging waste (g))		Product Weight (g)	
Material Type	Weight (g)	Options	Weight (g)
<input type="button" value="Select"/>		H1	
<input type="button" value="Select"/>		H2	
<input type="button" value="Select"/>		H3	
<input type="button" value="Select"/>		H4	
<input type="button" value="Select"/>		H5	

Third Party Testing

- Third Party Testing reports, if required for your specific product, are to be tested to the appropriate QVC Testing Protocols.
- Test reports are valid for 1 year from the date of completion, re-orders outside of 1 year must be re-tested (sample vendors only).
- Third Party Testing for Claims verification will be advised on, at time of QA review (if not listed below).
- 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 these may require testing by 3rd party labs.
- Process: Claims need to be submitted to the QVC buying team from the Vendor by way of completing a QVC 'Advertising Claims Substantiation Form'. QVC Buyer will submit for on-air legal review.

Quality Assurance First Piece Process

Definition of Quality Assurance First Piece Sample:

- Product Features/Function
- Packaging (inc.Mail Order Suitability)
- Graphics
- Instructions (where applicable)
- 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 Centre Rejection Rate
- QVCUK.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

Related Links

For all product testing and any questions regarding regulatory standards.

Intertek Testing Services

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