



SEYNAVE

luminaire



How a Convenient Online Platform Simplified Lighting QC for Seynave

CHALLENGES

A long-time importer of lighting products from China, Seynave had worked with several third-party quality control providers over the years. But none of the providers could fully meet their needs.

One provider simply couldn't understand Seynave's requirements. Seynave suspected another was accepting bribes from their suppliers. And yet another jeopardized Seynave's relationship with their suppliers by "dictating the law" to them, rather than working collaboratively.

Seynave needed a QC partner that shared their values, could understand their needs and provide personalized solutions. Above all, Seynave sought a simple quality management solution—an easy way to manage product quality so they could "sleep well at night".



Fabien Scrive,
Purchasing Director

"The simplicity of the AQF Online platform is one of the key strengths of working with AQF. It's easy to use and it's not complicated to explain how to use the platform to new collaborators."

CLIENT SNAPSHOT

Company: [Seynave](#)

Location: Lesquin, France

Established: 1947

Industry: Lighting, including interior and outdoor fixtures, lamps and suspension lights for the European market

Number of products:

About 2,000

Challenge: Needed a simple, user-friendly solution to quality management and frequent pre-shipment inspections

Solution: AQF's pre-shipment inspections in mainland China and the AQF Online platform



How AQF Inspections Have Helped Seynave

Since 2012, Seynave has relied on Asia Quality Focus for pre-shipment inspections in China. AQF has a regular presence at Seynave's suppliers' facilities, **conducting on average 20 inspections a month.**

AQF inspectors conduct several critical on-site tests for lighting function and safety during inspection, including:

- ✓ **Function test**
- ✓ **Assembly test**
- ✓ **Fatigue test**
- ✓ **Hi-pot test to European standards**
- ✓ **Internal check of critical components**
- ✓ **Torque test**
- ✓ **Polarity check**

AQF inspectors also help identify labeling errors on ErP labels and verify WEEE, CE and Triman markings—all critical requirements for importing lighting products into the EU.

Deciding Factors for Choosing a QC Partner



A user-friendly online portal: AQF's online portal spoke to Seynave's desire for simplicity in quality management. Seynave's entire purchasing team can easily access the portal for booking inspections, viewing reports and analyzing quality data.



Responsive customer service team: Seynave sought a QC provider with a readily available customer service team that could easily answer their questions. With AQF, Seynave benefits from a French-speaking customer service team available by email, phone and Skype.



Cooperation-oriented: After a poor experience with another QC company, Seynave needed to ensure their supplier relationships were not tarnished by an unaccommodating third-party QC company. They sought a partner who shared their values and would cooperate with their suppliers.

RESULTS

Seynave views their Chinese suppliers as more than just suppliers—they're "true business partners".

AQF's inspections have empowered their suppliers to take control of product quality.

Detailed inspection results establish clear quality targets for suppliers to meet with each order.

Inspections conducted at regular intervals also help **suppliers adhere to production and shipping schedules**, resulting in fewer production delays.

AQF's online system stores a collection of valuable quality records for Seynave. The detailed inspection reports help Seynave verify product information with customs officials, clear up any disputes with suppliers and market correct product specifications to their customers.

Overall, AQF's online platform has streamlined Seynave's QC processes and quality record management.

