

QUESTIONNAIRE

Certified Application Center
for CRYSTALLIZED™ - *Swarovski Elements*

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A. CONTACT INFORMATION

- 1. Name of Company: _____
- 2. Address of Company: _____

- 3. SALES LOGIX Account Number:
(if Swarovski customer) _____
- 4. Home Page: _____
- 5. AC Contact Person: _____
- 6. E-mail Address of Contact Person _____

B. BASIC COMPANY INFORMATION

7. Is the Application Center (AC) a direct or indirect customer of Swarovski and for how long?

Direct customer Indirect customer

Number of years/months

8. Service level of Application Center (AC) (according to SalesLogix):

1 2 3

9. When was the AC established?

Year

10. Does the AC comply with national and international safety, health, and environmental standards and statutes?

Yes No No information

11. Does the AC comply with national and international laws and statutes of forced and child labour?

Yes No No information

12. Please describe AC's workforce by answering the questions below.

Total number of workforce (including home workers)

Total number of home workers

Average working hours / week of home workers

Number of qualified (trained) employees

Average working hours / week of qualified employees

Which and from whom do the employees and home workers receive training?

13. Please indicate AC's turnover with Swarovski?

	Last Year:	Current YTD:
VG Sales with AC of all products:	<input type="text"/> €	<input type="text"/> €
VG Sales with AC with Transfers	<input type="text"/> €	<input type="text"/> €
VG Sales with AC of Flat Backs Hotfix	<input type="text"/> €	<input type="text"/> €
VG Sales with AC of Flat Backs No Hotfix	<input type="text"/> €	<input type="text"/> €

14. What is the core business of the AC?

Please specify: _____

Did the AC develop out of a different core competence/business, if yes please specify?

15. Which segments does the AC serve? Please indicate the percentage of each segment served in relation to total business (€ share)

	Served	% Share (€)
Textile	<input type="checkbox"/>	<input type="text"/> %
Accessories	<input type="checkbox"/>	<input type="text"/> %
Interior	<input type="checkbox"/>	<input type="text"/> %
Jewellery	<input type="checkbox"/>	<input type="text"/> %
Other	<input type="checkbox"/>	<input type="text"/> %
Please specify _____		

16. Does the AC comprise an established customer base?

Yes, national Yes, international Yes, national and international No

17. Please quote reference customer/brands:

Domestic

1. _____

2. _____

3. _____

Exporters

1. _____

2. _____

3. _____

18. What are the AC's major strengths?

- 1.
- 2.
- 3.
- 4.

19. What are the AC's major weaknesses?

- 1.
- 2.
- 3.
- 4.

C. Application Service

20. Please describe the AC's history of application service?

When did the AC start providing application service?

Did the AC start with CRYSTALLIZED™ - Swarovski Elements or with different crystals?

21. Which application services does the AC offer for CRYSTALLIZED™ - Swarovski Elements?

	In-house		Outsourced	
Application of Transfers from own production	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Application of Transfers from Swarovski production	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Single Stone Application	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Mechanical Application, e.g. Rivets, Buttons, etc.	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Beading	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Sewing	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Gluing	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Application of Crystal Yarn	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Soldering and Electroplating	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

If other please indicate _____

22. Please specify for which product groups the AC offers application services and which products the AC offers for sale (wholesale) only. Please also indicate stock volumes?

	Wholesale only	Application service for product offered	Stock (specify stock volume in €)
Round Stones	<input type="checkbox"/>	<input type="checkbox"/>	_____
Fancy Stones	<input type="checkbox"/>	<input type="checkbox"/>	_____
Sew-on Stones	<input type="checkbox"/>	<input type="checkbox"/>	_____
Transfers	<input type="checkbox"/>	<input type="checkbox"/>	_____
Flat Backs Hotfix	<input type="checkbox"/>	<input type="checkbox"/>	_____
Flat Backs No Hotfix	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Mesh	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Fabric	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Transfabric	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Yarn	<input type="checkbox"/>	<input type="checkbox"/>	_____
Cupchains and Findings	<input type="checkbox"/>	<input type="checkbox"/>	_____
Zippers	<input type="checkbox"/>	<input type="checkbox"/>	_____
Metal Trimmings	<input type="checkbox"/>	<input type="checkbox"/>	_____
Plastic Trimmings	<input type="checkbox"/>	<input type="checkbox"/>	_____
Beads	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Pearls	<input type="checkbox"/>	<input type="checkbox"/>	_____
Pendants	<input type="checkbox"/>	<input type="checkbox"/>	_____
Buttons & Fasteners	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal Glace & Crystaltex	<input type="checkbox"/>	<input type="checkbox"/>	_____
Crystal-it & Crystal Tattoo	<input type="checkbox"/>	<input type="checkbox"/>	_____

23. Does the AC offer non-Swarovski Crystals?

Yes No

Please indicate the relation of Swarovski and Non-Swarovski Products (of products processed):

Swarovski Portion % Non-Swarovski Portion %

24. Please describe the quality and quantity of non-Swarovski Crystals? Please indicate percentage of all products processed (quantity processed)

	<input type="checkbox"/> Yes	<input type="checkbox"/> No	% of all none-Swarovski products
Fullcut (Table & Facets)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="text"/> %
Tablecut (Facets pressed)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="text"/> %
Fully Pressed	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="text"/> %
Other _____	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="text"/> %

25. Which other non-Swarovski products and materials does the AC apply?

Application Service % share

Metallics	<input type="text"/>
Wooden elements	<input type="text"/>
Stones (gemstones)	<input type="text"/>
Plastics	<input type="text"/>
Ceramics	<input type="text"/>
Other	<input type="text"/>

Please specify _____

26. List any other services offered to Swarovski customers (e.g. printing) if not mentioned above?

Please specify _____

27. Please indicate ratio of textile application on finished garments in relation to textile application on pattern?

Application on finished Garments	<input type="text"/>	%
Application on pattern	<input type="text"/>	%

D. Transfer Making

28. Does the AC produce Transfers?

Yes No

29. If yes, please describe the history of Transfer making within the company?

When did the AC start making Transfers? Year

Did AC start with SWAROVSKI-Crystal or Non-Swarovski crystals? Swarovski Non-Swarovski

30. Which Transfer design software is used?

No software is used

Corel Draw	No. of Lic./User	Version	<input type="text"/>
Illustrator	No. of Lic./User	Version	<input type="text"/>
Other	No. of Lic./User	Name of Software	<input type="text"/>

Please specify _____

31. How is the Transfer produced?

Hand setting	Total No. of workers	In-house <input type="text"/>	Outsourced <input type="text"/>
Templates with cavaties	Total No. of workers	<input type="text"/>	<input type="text"/>
Automatic Transfer Setting Machine	Pcs <input type="text"/>	Type/Brand <input type="text"/>	

If automatic setting please indicate max. no. of elements that can be set Pcs

Remark: _____

32. Which are the most frequent elements and combinations in Transfer-Making?

Kind/Size of element	<input type="text"/>	% of all elements	<input type="text"/>
Kind/Size of element	<input type="text"/>	% of all elements	<input type="text"/>
Kind/Size of element	<input type="text"/>	% of all elements	<input type="text"/>

What is the average number of elements in one Transfer produced by the A Pcs

Average ratio of different elements (crystal, metallic, pearl, other) used for Transfers?

Crystal% Metallic% Creation% Pearl% Other%

Do some combination of elements cause problems? Yes No

If so what are the problems?

Please specify _____

33. If working with templates, please continue with following question.

Which machines are used for making templates?

Using press and punching tools	Pcs <input type="text"/>	Type/Brand <input type="text"/>
Drilling machine	Pcs <input type="text"/>	Type/Brand <input type="text"/>
Laser-Cutting	Pcs <input type="text"/>	Type/Brand <input type="text"/>
Engraving machine	Pcs <input type="text"/>	Type/Brand <input type="text"/>
Other	Pcs <input type="text"/>	Type/Brand <input type="text"/>

Please specify _____

Remark: _____

34. Which material is used for making templates?

Cardboard	<input type="checkbox"/> Yes	Thickness mm	<input type="text"/>
Synthetic plate	<input type="checkbox"/> Yes	Thickness mm	<input type="text"/>
Metal plate	<input type="checkbox"/> Yes	Thickness mm	<input type="text"/>
Other	<input type="checkbox"/> Yes	Thickness mm	<input type="text"/>

Please specify _____

35. If the AC works with Transfer setting machines please continue with following question.

Please specify brand of Transfer setting machinery?

Nagel & Hermann

YongNam

Other

Pcs.

Pcs.

Pcs.

Remark: _____

How many different elements can be set?

What is the smallest possible element size?

What is the biggest possible element size?

Which different elements can be used (crystals, metallics, pearls, etc.)?

What is the set-up times to change color/element (average)? Minutes

36. Please provide Transfer performance data for below mentioned techniques of production?

Hand setting No. of elements/hour

Template production No. of elements/hour

Transfer stting machine No. of elements/hour

37. Please specify, which Transfer foil the AC is using?

Manufacturer/Country Appellation

Width/Length of roll Costs/Unit

38. Please specify the quality of the Transfer foil?

How would you rate the quality of transfer film in reference to market standards?

Above market standard

Equal to market standard

Below market standard

Remark: _____

E. Application Equipment

**39. Please specify, which heat press models the AC is using (if the case)?
Please indicate the number, size and type/brand of equipment used.**

Heat Press Single Plate

Industrial Type Yes No
House Hold Type Yes No

Pcs Size Type/Brand

Please specify mechanism / power

Swing mechanism Scissor mechanism Manual/Pneumatic/Hydraulic/Electric

Heat Press Double Plate

Industrial Type Yes No

Pcs Size Type/Brand

Please specify mechanism / power

Swing mechanism Scissor mechanism Manual/Pneumatic/Hydraulic/Electric

**40. Please specify, which roll press models the AC is using (if the case)?
Please indicate the number, size and type/brand of equipment used.**

Pcs Size Type/Brand

Please specify: Manual/Pneumatic/Hydraulic/Electric/Other

Remarks: _____

**41. Please specify, which additional application machinery and tools the AC is using?
Please indicate the number, size and type/brand of equipment used.**

Industrial Iron Steam iron Yes No Pcs Type/Brand

Household Iron Steam iron Yes No Pcs Type/Brand

Ultrasonic Basic Pcs Type/Brand

Ultrasonic Advanced Pcs Type/Brand

Robo Stick (or equivalent) Pcs Type/Brand

Single Stone Setting Machine Pcs Type/Brand

Other Pcs Type/Brand

Please specify _____

Remark: _____

42. Please indicate which additional Hot Fix material the AC uses?

Please indicate the number, size and type/brand of equipment used.

		Thickness	
Silicone foam pad	<input type="checkbox"/> Yes	<input type="text"/>	mm
Felt	<input type="checkbox"/> Yes	<input type="text"/>	mm
Foam	<input type="checkbox"/> Yes	<input type="text"/>	mm
Teflon foil	<input type="checkbox"/> Yes	<input type="text"/>	mm
Ironing cloth	<input type="checkbox"/> Yes	<input type="text"/>	mm
Others	<input type="checkbox"/> Yes	<input type="text"/>	mm

Please specify _____

Remark: _____

43. Please indicate which mechanical application equipment / devices / presses

the AC uses? Please indicate the number, size and type/brand of equipment used.

Manual Press	<input type="checkbox"/> Yes	Pcs	<input type="text"/>	Type/Brand	<input type="text"/>
Semi-automatic Press	<input type="checkbox"/> Yes	Pcs	<input type="text"/>	Type/Brand	<input type="text"/>
Full-automatic Press	<input type="checkbox"/> Yes	Pcs	<input type="text"/>	Type/Brand	<input type="text"/>
Other Press	<input type="checkbox"/> Yes	Pcs	<input type="text"/>	Type/Brand	<input type="text"/>
Tooling/Dies	<input type="checkbox"/> Yes	Pcs	<input type="text"/>	Type/Brand	<input type="text"/>

Remark: _____

44. Please indicate which Sewing Machine/equipment the AC uses?

Please indicate the number, size and type/brand of equipment used.

			Type/Brand
Household	<input type="checkbox"/> Yes	Pcs	<input type="text"/>
Industrial features zigzag	<input type="checkbox"/> Yes	Pcs	<input type="text"/>
Others	<input type="checkbox"/> Yes	Pcs	<input type="text"/>

Please specify _____

Remark: _____

F. Performance / Capacity

45. How many Transfers are produced per week?

No. of Transfers	No. of Elements per Transfer (average)
<input type="text"/>	<input type="text"/>

What are the most common combinations of elements integrated into one Transfer (on average)?

46. How many Transfers are applied per week?

No. of Transfers

47. How many Flat Back Hotfix are applied per week?

No. of FB Hotfix

48. What does the AC consider as a small / medium / large Transfer production order?

Small order:
No. of Motives/Order

Medium order:
No. of Motives/Order

Large order:
No. of Motives/Order

49. What is the average lead time for a Transfer production order (average)?

Number of days

50. What does the AC consider as a small / medium / large application order?

Small order:
No. of applied motives/order

Medium order:
No. of applied motives/order

Large order:
No. of applied motives/order

51. What is the average lead time for an application order (average)?

Number of days

G. Quality Assurance

52. Does the AC perform quality controls?

Does the AC run quality control for Transfer making? Yes No

If yes, please specify how the quality control is done? _____

Does the AC run quality control for application services? Yes No

If yes, please indicate which quality control system is used for Hotfix applications and how often?

	<input type="checkbox"/> Yes	100% Test <input type="checkbox"/> Yes	Frequently <input type="checkbox"/> Yes	Occasionally <input type="checkbox"/> Yes
Fingernail Test	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
Washing Tests	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
Dry Cleaning Tests	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
Shear Strength Test	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes

If other (please specify) _____

53. How does the VG rate the quality of the AC's Transfer making in reference to market standards?

Above market Standard Equal to market standard Below market standard

54. How does the VG rate the lead-time of the AC's Transfer making orders in reference to market standards?

Above market Standard Equal to market standard Below market standard

55. How does the VG rate the quality of the AC's appl. services in reference to market standards?

Above market Standard Equal to market standard Below market standard

56. How does VG rate the lead-time of AC's application orders in reference to the market standard?

Above market Standard Equal to market standard Below market standard

57. How does VG rate the AC's reliability of application orders lead-time in reference to market standard?

Reliable Medium reliable Not reliable

58. Does the AC run pre-application tests prior application orders?

Yes No For every new order Frequently Occasionally
 Yes Yes Yes

59. Does the AC keep on the 24 hour rule for HF application before executing quality tests?

Yes No

60. Does the AC run quality control systems for application equipment?

Yes No

If yes, please indicate which quality control system is used and how often it is executed?

	<input type="checkbox"/> Yes	Daily	Weekly	Monthly	Yearly
Temperature check	<input type="checkbox"/> Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan-parallel closing	<input type="checkbox"/> Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat distribution	<input type="checkbox"/> Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of underlay/pad/Teflon	<input type="checkbox"/> Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/> Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify _____

61. Does the AC hold a quality certificate?

Yes No

If yes, please indicate which certificate?

ISO Certificate OekoTex Other Quality Certificate
 Yes Yes Yes

If other (please specify) _____

H. Calculation & Turnover

62. How does the VG rate the price structuring in reference to market standard?

Above market standard

Equal to market standard

Below market standard

63. Please indicate rules for basic price calculation of a Transfer Motiv (for motive setting without application on the textile)?

Loose Crystal Code 18

- a.) Fix Mark Up per Motive
- b.) Mark Up per Crystal
- c.) % Mark Up
- d.) other

Please offer concrete pricing structure, values and percentages:
Sales Price +

64. Please indicate rules for basic price calculation for the Application of a Transfer motive on a textile (price only for application, without the making of the transfer)?

Loose Crystal Code 18

- a.) Fix Mark Up per Motive
- b.) Mark Up per Crystal
- c.) % Mark Up
- d.) other

Please offer concrete pricing structures, values and percentages:
Sales Price +

65. Please complete the following examples:



Transfer Making & Application One Colour and Size

Art: 2028

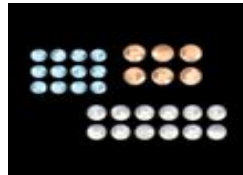
32 pcs of SS 6

Price of Crystals:

Price for Transfer setting:

Price for Application
(Transfer applied on Fabric):

Equivalent with # 10030 Code 18 = € 0,66



Transfer Making & Application Multiple Colours and Sizes

Art: 2028

12 pcs SS6, 12 pcs SS8, 6 pcs SS10

Price of Crystals:

Price for set Transfer setting:

Price for Application
(Transfer applied on Fabric):

Equivalent with # 11406 Code 18 = € 0,76

66. What is the price difference of a Transfer motive when set with full SWAROVSKI Crystals compared with Non SWAROVSKI ?

% more expensive

67. Does the AC use Swarovski Crystals and Non-Swarovski-Crystals within the same Transfer?

Yes No

If yes, please indicate average ratio %

Do customers get informed about the ratio of Swarovski / Non-Swarovski elements? Yes No

If no, why not? _____

68. What is the average hit-ratio of inquiries to orders?

How many inquiries does the AC receive per month? No. of inquiries

How many orders do result from these inquiries? %

69. If the inquiry does not become an order, what are the main reasons?

Price

Delivery time

Lack of capacity

Other

Please specify _____

Thank you!