# Alibaba.com Gold Plus Supplier



# Assessment Report

Presented to

### Shenzhen Dilicolor Printing Co., Ltd.

#### 深圳市德丽彩印刷有限公司

Gold Supplier & Assessed Company	
Relationship:	☐ Kindred between Owners ☐ Cooperation Partner
Company Address	No.71, liguangxin Industrial Zone, Guanlan Street, Longhua
Company Address	New District, Shenzhen, Guangdong Province, China
City / Country:	Shenzhen / China
Consigner of Assessment:	Alibaba
Gold Supplier Member ID:	dilicolor
Gold Supplier Company Name:	Shenzhen Dilicolor Printing Co., Ltd.
Contact Person:	Mr. Oliver Xu
Phone Number:	0086-13502826194
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Email:	oliver@dilicolor.sina.net
Website Address (URL):	http://dilicolor.en.alibaba.com

Service Provided by SGS Report No.: 21040936\_P+T







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07/Nov./2020

Xuehui Feng

Sam Wang

Assessment Type	Production & Trade Assessment
Report Date:	07/Nov./2020
Validity Period:	08/Nov./2020 07/Nov./2021

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Report No.: 21040936 P+T

#### **Important Notes:**

Report Number:

Date of Assessment:

Assessor's Name:

Reviewed By:

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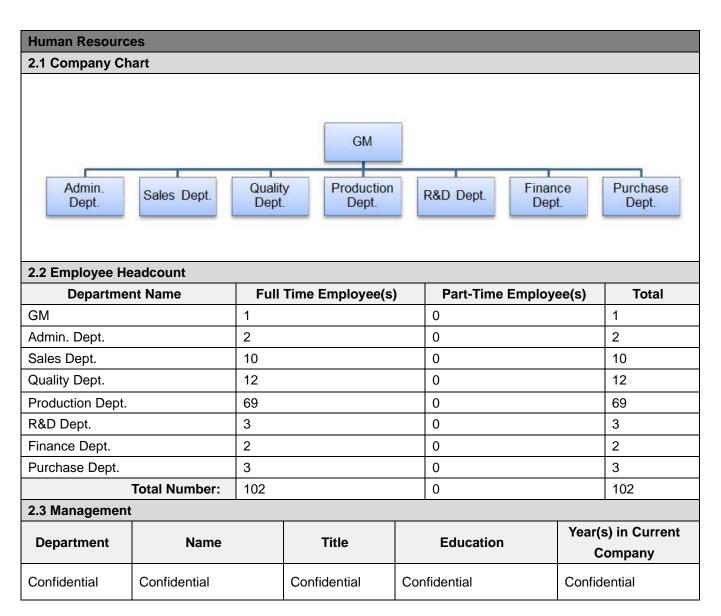
### **Section 1: Company Overview**

Company Overview			
1.1 Legal Validity			
Does the company have a valid	☐ Yes ☐ No	Business License	9144030076917643
business license?		Number:	5F
Year Established:	30/Nov./2004	Validity Period:	30/Nov./2004
real Established.	30/1107./2004		31/Dec./2049
Export Experience:	16	16	
емроп ехрепенсе.	10	Experience:	10
Registered Address:	No.71, Liguangxin Industrial Zor	ne, Guanlan Street, L	onghua New District,
Negistered Address.	Shenzhen, Guangdong Province	e, China	
Company Address:	No.71, Liguangxin Industrial Zor	ne, Guanlan Street, L	onghua New District,
Company Address.	Shenzhen, Guangdong Province	e, China	
Is it listed company?	│ │	Company Stock	N/A
is it listed company:	les   No	Code	IN/A
Annual review conducted by			Shenzhen Industrial
the Industrial & Commercial	⊠ Yes □ No	Reviewed By:	& Commercial Bureau
Bureau?			
Registered Capital:	RMB 2,000,000		
Corporate Representative:	Mr. Yuqpeng Xu		
Industry:	Printing & Packaging		
Business Type:	☐ Manufacturer ☐Trading Co	mpany   Manufactu	rer & Trading Company
	□ Private Owner □ F	Public Company	☐ Joint Venture
Type of Ownership:			
		Sole Proprietorship	Other
Products /Service:	Paper Display; Cardboard PDQ	; Gift Box; Card Pape	er Box; Folding Box
1.2 Company Building Informati	on		
Certification Type:		- A	Fastan Officer Oleines d
☐ Land Certification ☐ Real Total Building Size:		e Agreement 🛛	Factory Officer Claimed
Number of Building(s):			
Office Size:	500 m <sup>2</sup>		
Onide dize.	JUU III		

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#### **Section 2: Human Resources**



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### **Section 3: Current Export Situation**

<b>Current Export Situation</b>							
There is/are 10 for	eign trading empl	oy	ee(s) in the compa	ny.			
Working Experience	Headcount		Accepted Language		Listening & Speaking	Reading & Writing	
Over 30 Years	0		English		Yes	Yes	
21-30Years	0		N/A		N/A	N/A	
11-20 Years	2		N/A		N/A	N/A	
6-10 Years	3		N/A		N/A	N/A	
2-5 Years	5		N/A		N/A	N/A	
Less than 2 years	0		N/A		N/A	N/A	
Does the company have a	alid export licens	e?	☐ Ye	s	⊠ No		
Export License Registratio	n No.:		N/A				
Total Revenue (Previous `	Year):		Confide	ential			
Total Export Revenue (Prev	rious Year):		USD 12	2,000	0,000		
Estimated Export Revenue	(Current Year):		Confide	ential			
Trade Agents Employed Overseas:			☐ Yes	3	⊠ No		
Nearest Port:	Shenzh	hen F	Port				
Accepted Payment Terms				В	☐ CIF	⊠EXW □	
Accepted Payment Type:		sh ypal		oker			
Average lead time from pro		nat	ion to production d				
	Category		7	Νι	ım.	Unit	
Paper Display			7			Days	
Cardboard PDQ			7			Days	
Gift Box			+	7 Days 7 Days			
Card Paper Box Folding Box			7			Days	
Average Sampling Time			'			Days	
	Category				Lead 1	Time	
Paper Display	- alogoly		3 Days		Load		
Cardboard PDQ			3 Days				
Gift Box			3 Days				
Card Paper Box			3 Days				
Folding Box			3 Days				
The Shortest Sampling Tim	e						
	Category				Shortest Le	ead Time	
Paper Display	-		3 Days	;			
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### **Section 4: Export Business Capacity**

Export Business Capaci	ity				
4.1 Market Distribution (	Previou	s 12 Months)			
Market		Main Product(s)	Revenue (USD)	Total Revenue (%)	
North America		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	30	
South America		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
Eastern Europe		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
Southeast Asia	N/A		0	0	
Africa	N/A		0	0	
Oceania	· ·	Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
Mid East	N/A		0	0	
Eastern Asia	N/A		0	0	
Western Europe		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
Central America	N/A		0	0	
Northern Europe	•	Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
Southern Europe		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	5	
South Asia	N/A		0	0	
Domestic Market		Display; Cardboard PDQ; Gift Box; aper Box; Folding Box	Confidential	40	
4.2 Main Clients			·		
Client Name		Main Product(s)	Total Revenue (%)		
Confidential		Confidential	Confidential		

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# **Section 5: Production Capacity**

<b>Production Capacity</b>							
5.1 Annual Production	Capacity (F	Previous Year)					
Confidential							
5.2 Production Capacity	у						
Product Name		Production	Line Capacity	ine Capacity			
Paper Display		100,000 Pcs / Month		Confid	ential		
Cardboard PDQ		1,000,000 Pcs	/ Month	Confid	ential		
Gift Box		1,000,000 Pcs	/ Month	Confid	ential		
Card Paper Box		5,000,000 Pcs	/ Month	Confid	ential		
Folding Box		1,000,000 Pcs	/ Month	Confid	ential		
5.3 Production Machine	ery						
Machine Name	Br	and & Model No.	Quantity	Nur	nber of Year(s) Used	Condition	
Printing Machine	Heid	elberg	1	5		Acceptable	
Auto Mounting Machine	N/A		1	5		Acceptable	
Mounting Machine	N/A		2	4		Acceptable	
Cutting Machine	N/A		1	5		Acceptable	
Auto Die Cutting Machine	e N/A		1	3		Acceptable	
Manual Die Cutting Mach	nine N/A		6	6		Acceptable	
CTP Machine	N/A		1	3		Acceptable	
Plate Processor	N/A		1 3			Acceptable	
Digital Proofing Machine	N/A		2	3		Acceptable	
Laser Carving Machine	N/A		1	1 5		Acceptable	
Window Patching Machin	ne N/A		1	3		Acceptable	
Auto Box making Line	N/A		7	3		Acceptable	
Auto Glue Line	N/A		3	3		Acceptable	
Screen Printing Machine	N/A		2	2		Acceptable	
Self-adhesive Label Mak	ing N/A		3	5		Acceptable	
Machine	14/73		9			Acceptable	
5.4 Testing Machinery							
Machine Name	Bra	nd & Model No.	Quantity	Nur	nber of Year(s) Used	Condition	
N/A	N/A		N/A	N/A		N/A	
5.5 Subcontractors							
Subcontractor Name	Product	Subcontracted	Volume Sup	Volume Supplied Cooperation Per			
N/A	N/A		N/A		N/A		

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5.6 if the factory has testing capability(including	☐ Yes
qualified staff, equipment and method or certified	
by any orgnization& 3rd parties & client)	
5.7 Subcontractors Type	☐ Order outsourcing
	☐ Process outsourcing
	No need to outsource
	☐ Other
5.8 Equipment Number	N/A
5.9 Production Line Number	N/A
5.10 Work Instruction	☐ Yes
5.11 Clear Production Process	☐ Yes
5.12 Production Management System	☐ Yes
5.13 Production Control Capability	☐ Yes

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# **Section 6: Quality Assurance**

Quality Assu	Quality Assurance								
6.1.1 Quality	Management	System Ce	rtification						
Certificatio	n Certi	fied By	Certificat	e No.		Business Scop	е	Validity Date	
N/A	N/A		N/A			N/A		N/A	
6.1.2 Produc	t Certification				•				
Certificatio	n Certi	fied By	Certificat	e No.		Product Name & Mo	del No.	Validity Date	
N/A	N/A		N/A			N/A		N/A	
6.2 Testing R	leport								
Certificatio	n Certi	fied By	Certificat	e No.		Product Name & Mo	del No.	Validity Date	
N/A	N/A N/A N/A				N/A		N/A		
6.3 Quality C	ontrol Manag	ement							
Item	Content					Observation	ns /Comm	ents	
6.3.1	.3.1 Is there quality control on all production lines?				Yes, all production lines have adequate quality control  Yes, some production lines have adequate quality control  No				
6.3.2	Do the QA/QC inspectors work independently from the production line?								
6.3.3	Who does the /Supervisor re		ınager		GM - Mr. Yupeng Xu				
6.3.4	How many Q	A/QC insped	ctors in tota	l?	12				
No. of Employ	yees in Each P	roduction Li	ne:						
Product			ervisor			No. of Operators	No. of	In-line QC/QA	
Workshop		4			70	·	12		
6 3 5 Average	Guarantee Ti	me		I					
o.o.o / Worago	Product C					Guaran	tee Time		
N/A					N/A				
	ngest Guarante	e Time							
Product Category						Guarar	tee Time		
N/A					N/A				
	Management								
Item		Content				Observations /	/Commen	ts	
6.4.1	Does the con supplier asse				⊠ Yes □ No				

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6.4.2	Does the company have an updated list of approved	☐ Yes ☐ No
6.4.3	suppliers?  Has the company established and implemented a standard procedure for purchasing contract	<ul><li>✓ Yes, with written standard procedures</li><li>✓ Yes, with written procedure but lack of consistent standard</li></ul>
	review and approval?	☐ No
6.4.4	Does the company keep its supplier assessment reports?	<ul> <li>☐ Yes, assessment reports are available for more than 3 years</li> <li>☐ Yes, assessment reports are available for the last 1-3 years</li> <li>☐ Yes, assessment reports are available for the previous 12 months</li> <li>☐ No</li> </ul>
6.4.5	Are the company's purchasing documents sufficient to ensure product safety control and their customers' requirements?	<ul> <li>✓ Yes, the purchasing document includes all the information required</li> <li>☐ Yes, however the purchasing document includes incomplete information</li> <li>☐ No</li> </ul>
6.4.6	Is there a procedure to conduct random product inspections after final packaging?	<ul> <li>Yes, with clear standard and written inspection records</li> <li>Yes, with inspection records but no procedures</li> <li>Yes, with procedures but no inspection records</li> <li>No, inspections are not necessary</li> </ul>
		110, indpedient are net necessary
6.5 After Sal	es Service	Two, mopositions are net necessary
6.5 After Sale	es Service Content	Observations /Comments
Item	Content  Is customer feedback, including complaints, clearly recorded and	Observations /Comments  Yes, with a standard feedback form and records Yes, with a standard feedback form but no records Yes, with records but no standard feedback form
ltem 6.5.1	Content  Is customer feedback, including complaints, clearly recorded and maintained?  Are there any clear procedures for	Observations /Comments  Yes, with a standard feedback form and records Yes, with a standard feedback form but no records Yes, with records but no standard feedback form No Yes, with clear procedures and written records Yes, with clear procedures but no written records Yes, with written records but no clear procedures No
6.5.1 6.5.2	Is customer feedback, including complaints, clearly recorded and maintained?  Are there any clear procedures for handling customer complaints?  Is there a closed-loop corrective action	Observations /Comments  ☐ Yes, with a standard feedback form and records ☐ Yes, with a standard feedback form but no records ☐ Yes, with records but no standard feedback form ☐ No ☐ Yes, with clear procedures and written records ☐ Yes, with clear procedures but no written records ☐ Yes, with written records but no clear procedures ☐ No On ☐ Yes ☐ No ☐ Yes, with procedures to trace raw materials ☐ Yes, main raw material can be traced ☐ No are let the production data can be traced
6.5.1 6.5.2 6.5.3	Content  Is customer feedback, including complaints, clearly recorded and maintained?  Are there any clear procedures for handling customer complaints?  Is there a closed-loop corrective action system in place?  Can finished/packaged products be traced by lot identification to the	Observations /Comments   ☐ Yes, with a standard feedback form and records ☐ Yes, with a standard feedback form but no records ☐ Yes, with records but no standard feedback form ☐ No ☐ Yes, with clear procedures and written records ☐ Yes, with clear procedures but no written records ☐ Yes, with written records but no clear procedures ☐ No On ☐ Yes ☐ No ☐ Yes, with procedures to trace raw materials ☐ Yes, main raw material can be traced ☐ No, only the production date can be traced



6.5.6	Do you have a complet service capability?	e after sales		
6.6 Overseas	After Sales Service			
Item	Conter	nt	Obs	ervations /Comments
6.6.1	Do you have an overse center?	eas onsite service	☐ Yes ⊠ No	
6.6.2	The location country of center	overseas service	☐ U.S.A ☐ India ☐ Indonesia ☐ Russia ☐ Germany ☐ Malaysia ☐ Turkey ☐ Other	
6.6.3	Is it possible to provide engineer services?	expatriate	☐ Yes ☑ No	
6.6.4	If possible provide expa engineer,what kind of o services are included?		<ul><li>□ Debugging</li><li>□ Maintain</li><li>□ Repair</li><li>□ Other</li></ul>	
Quality Mana	agement Process			
<u> </u>	Process 1	Process 2		Process 3
C	Confidential	Confid	ential	Confidential
Descrip	tion: Confidential	Description:	Confidential	Description: Confidential
Received the	e second-party or the th	nird-party inspection	on records (inspec	ction report)
	Photo 1	Pho	to 2	Photo 3
Confidential		Confid		Confidential
Confidential		Confic	ientiai	Confidential

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### **Section 7: Production Process Management**

Quality	Control Management	
Item	Content	Observations /Comments
7.1	Is the factory tidy and clean enough for production?	<ul><li>☐ Yes, very good</li><li>☒ Yes, acceptable</li><li>☐ No, needs improvement</li><li>☐ No, very poor</li></ul>
7.2	Are the following items /documents provided at the appropriate location?	<ul> <li>☑ Work instructions</li> <li>☑ Approved sample</li> <li>☐ Product picture</li> <li>☐ No the above-mentioned was not available.</li> </ul>
7.3	Are written instructions available for onsite material inspection/testing? Are the relevant records maintained?	<ul> <li>✓ Yes, with clear written instructions and records</li> <li>✓ Yes, with written instructions but no records</li> <li>✓ Yes, with records but no written instructions</li> <li>✓ No</li> </ul>
7.4	Are written inspection/testing instructions available for finished products? Are the relevant records maintained?	<ul> <li>✓ Yes, with clear written instructions and records</li> <li>✓ Yes, with written instructions but no records</li> <li>✓ Yes, with records but no written instructions</li> <li>✓ No</li> </ul>
7.5	How are finished products inspected?	<ul> <li>☑ 100% of products with detailed inspection</li> <li>☐ Random inspection</li> <li>☐ No inspection</li> <li>☐ No inspection necessary</li> </ul>
7.6	Are units that failed inspection clearly marked and separated to prevent accidental dispatch?	<ul><li>✓ Yes, the units are separated and marked clearly</li><li>✓ Yes, the units are separated but not marked clearly</li><li>✓ No</li></ul>
7.7	How are finished products that failed inspection handled?	<ul><li>☒ Repaired and re-inspected</li><li>☒ Thrown away</li><li>☒ No inspection necessary</li></ul>

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### Section 8: R & D Capacity

R&D Capacity	R&D Capacity									
8.1 Current Situat	tion									
There is/are3	3	_ R&D engineer(s)	in the co	mpan	ıy.					
Education Level		Headcount				Work	Experience		Headcount	
Doctorate		0			Over 30 Years		0			
Post-Graduate		0				21-30 Years		0		
Graduate		0				11-20 Y	⁄ears	1		
Junior College		3				6-10 Ye	ears	2		
Technical School		0				2-5 Yea	ars	0		
High School		0				Less th	nan 2 years	0		
Patent Situation			·							
Patent No.		The Name of the	e Patent			Th	e Patent Type		Available Date	
N/A	N/A				N	/A			N/A	
Brand Situation										
Registration/ap		Brand Name	For A	pprov	al to	Use	Validity Date		Ref.	
plication No.		Dianu Name		Goo	ds	validity Date		Rei.		
N/A	N/	/A	N/A		N/A N/A			N/A	1	
The Average Time	e Fo	r New Products La	aunched							
P	Prod	uct Category			Lead Time					
Paper Display					5 Days					
Cardboard PDQ					5 Days					
Gift Box					5 Days					
Card Paper Box					5 Days					
Folding Box		A Na Kana I a			5 Da	ys				
		or A New Item Laur uct Category	ncnea		Shortest Lead Time					
Card Paper Box	100	uci Calegory			5 Da	VS.	Shortest Lead	ı iiiie		
Odia i apei Box					Ye:					
Does the company	/ pro	vide ODM service f	or others	3?	□ No					
Are there relevant	desi	ign input/output, rev	/iew, and		⊠ Ye	s				
verification docume	ents	available for the as	ssessmer	nt	□ No					
company?										
Based on inspection, are R & D employees equipped with adequate specialized equipment?					☐ Yes ☐ No					
If yes, please list a	ıll ke	y equipment used:			N/A					
Do R& D employed designing new pro		se any specific soft	ware for		⊠ Ye: □ No					

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If yes, please list the main software us	sed: F	S, CorelDraw, Auto	CAD, So	ilworks		
Please list all certifications and/or qua R & D department:	lifications of the	I/A				
Has the company established standar	rd decign	Yes, with clear written instructions				
procedures for new products?	d design	Yes, without written instructions				
•		No				
		Yes, with clear wi				
Have the designed products been into	ernal verified or	Yes, only part wri				
validated?		Yes, without written	en record	ls		
		∐ No				
Have the designed products been tes	ted by a	_	•	have been tested		
third-party inspection body?		_	designed	products have been tested		
	L	□ No	producto	have been confirmed		
Are the designed products confirmed	by the	_	•	have been confirmed ucts have been confirmed		
customers?	•	ccording to client's i	•			
oustomers:		□ No	oquiloni	51165		
		Yes, with written	iob descr	iption		
		Yes, without written job description				
Does the company has qualification re	equirements for	No, but at least two years design experience is				
designers?	n	needed				
		□ No				
Are the designers' qualifications recog	unized by the					
company?	Tinzed by the	Yes, without writte	en record	ls		
oompany.		□ No				
		Only add logo/ch	•	or/material		
What level of design services are prov	/ided?	Sample processii	•			
g ,		Graphic processi	•			
		Create an entirely	y new pro	oduct		
New Products Launched quantity for e	each year			11.76		
Product Category		Num		Unit		
Confidential		Confidential Confidential				
8.2 R&D Real Case Description		O coff to offer				
Customer's Name		Confidential				
Customer's Location		Confidential				
Customer's Industry:		Confidential				
Order's Requirement Description:		Confidential				
8.3 Design Process						
Process 1	Proc	ess 2		Process 3		

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Confidential	Confidential	Confidential
Description: Confidential	Description: Confidential	Description: Confidential
8.4 Design Devices		
N/A	N/A	N/A
N/A	N/A	N/A

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### **Section 9: Company Development / Expansion Plans**

Company Development / Expansion Plans						
Item	Company Development Action	Timeframe				
1	The organization is going to design new products	Year 2021				
2	The organization is going to expand more markets	Year 2021				

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### **Section 10: Production Flow**

Produc	ction Flow				
No	Production Process	No	Production Process	No	Production Process
1		2		3	
	Cutting Paper		Printing		Inspection
4		5		6	
	Mounting		Screen Printing		Die Cutting
7		8		9	
	Glued		Forming		Inspection and Packing

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#### **Section 11: Certification & Photos**



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### **Section 12: Company and Product Samples**

#### **Company and Product Samples**

#### **Company Name**



#### Workshop



**Product Sample** 



**Product Sample** 

#### Office



#### **Product Samples**



#### **Product Sample**



**Product Sample** 

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**Product Sample** 



**Product Sample** 





**Product Sample** 



**Product Sample** 





# **Section 13: Competitive Advantages**

13.1 Product Group Capacity								
13.1.1 Products Sold (Within12 Mo	nths)							
Products Name	Quantity	1	Revenue (USD)					
Confidential	Confidential		Confidential					
13.1.2 Suppliers Cooperated With	(Within12 Months)							
No. of cooperation suppliers (total)		Confidential						
No. of suppliers (which cooperated or	ver 2 times)	Confidential						
No. of provinces which cooperation s	uppliers belong to	Confidential						
Would the company like to provide de	esign solution							
service for integration project?		☐ No						
If yes, these projects include		OEM, ODM						
Would the company like to provide a	total solution for	☐ Yes						
purchasing?		🛛 Part,	Related Products					
		☐ No						
If yes, please describe it		N/A						
13.1.3 Real Case Description:								
Customer Name		Confidential						
Customer Country		Confidential						
Customer Region		Confidential						
Products Category		Confidential						
Order Value (USD)		Confidential						
Order Processing Process		Confidential						
Customer's Feedback		Confidential						
13.2 Real Case for Lower MOQ &	Lead Time							
Products Name	MOQ (Within 12	? Months)	Lead Time					
Confidential	Confidential		Confidential					
MOQ for each item	less 10							
	□ 10-20							
	□ 20-50							
	☐ 50-100							
	□ 100-300							
	□ above 300							
13.3 Real Case for Large Contract								
Products Name	Order (Within 12	2 Months)	Lead Time					
Confidential	Confidential		Confidential					
13.4 Overseas After Sales Servic	e Capacity							

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13.4.1 Do you have an overseas	☐ Yes			
onsite service center?	⊠ No			
13.4.2 If yes, what onsite		Location	Evidence provided	Solf description
after-sales services are included		Location	Evidence- provided	Self-description
Equipment -installation,	☐ Yes	N/A	N/A	N/A
maintenance and other services	⊠ No	IN/A	IN/A	IN/A
Technical advice	☐ Yes ☑ No	N/A	N/A	N/A
Personnel training	☐ Yes ⊠ No	N/A	N/A	N/A
Other		N/A	N/A	N/A
13.4.3 Average response time	12 Hours		I.	
13.5 After-sales service capacity				
Does the company accept small	⊠ Yes			
order?	☐ No			
Experience with large-scale prod	urement conti	acts		
Have you had a procurement				
contract with a Fortune 500	☐ No			
company?				
The country/region of your	N/A			
overseas service center				
Overseas showroom				
Do you have an overseas	☐ Yes			
showroom?	⊠ No			
The country/region of your	N/A			
overseas showroom				
Offline trade show				
Have you participated in offline	☐ Yes			
trade shows?	⊠ No			
Tradeshow name	HK Printing Pack	ing Fair	Official images from the	ne trade show
Date attended	11/Apr./2017			
Heat Country/Degion	Handlena		Confidential	
Host Country/Region	Hongkong			
Centralized procurement				
In the past 12 months, have you	⊠ Yes			
sold products from at least three	☐ No			
sub-categories?				

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Overseas warehouse				
Do you have an overseas	Yes			
warehouse?	No			
The country/region of your	N/A			
overseas warehouse				

-- End of Report --

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