

GESA

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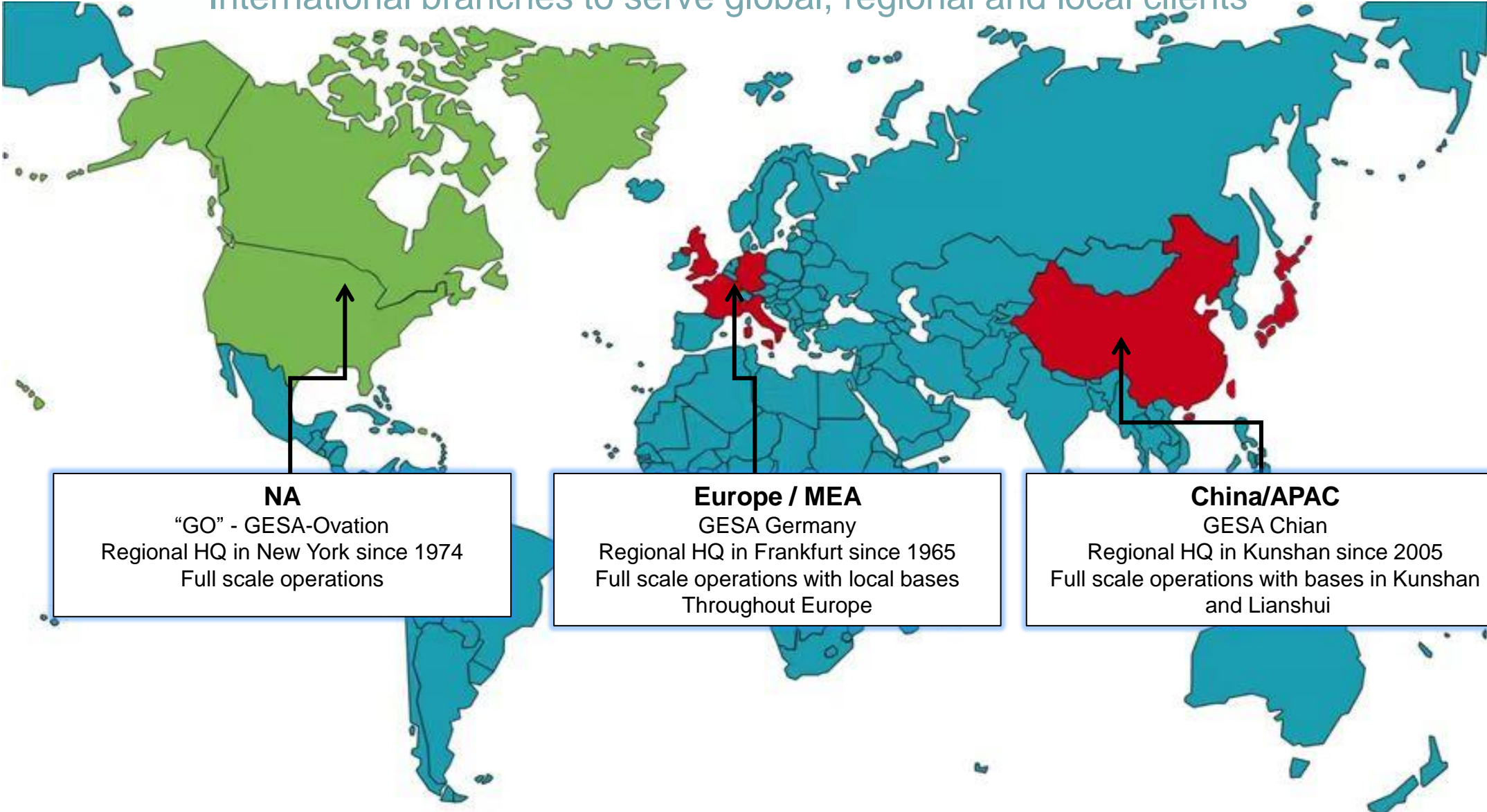
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About GESA

# Global Merchandising Service



International branches to serve global, regional and local clients

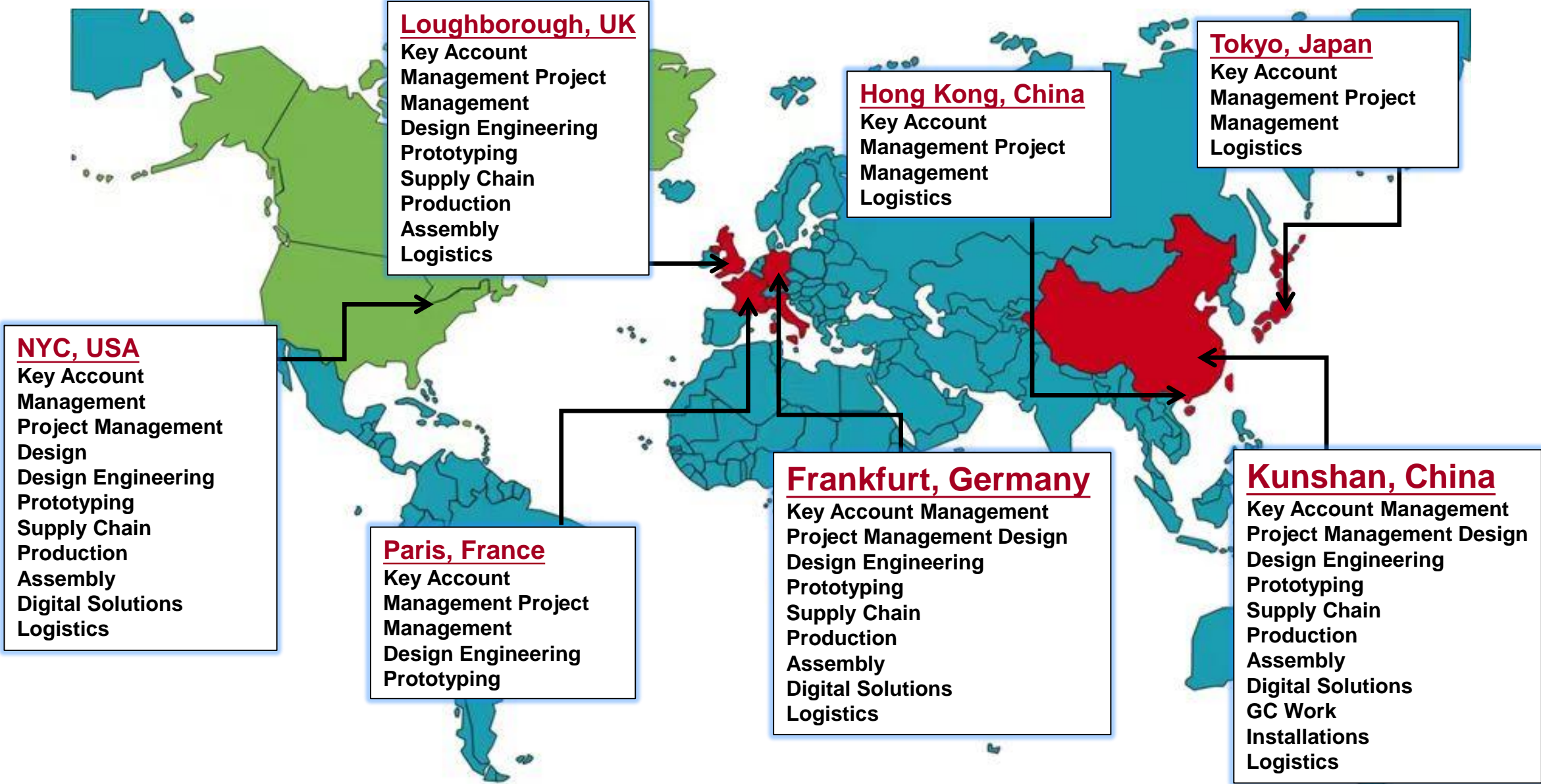


**NA**  
"GO" - GESA-Ovation  
Regional HQ in New York since 1974  
Full scale operations

**Europe / MEA**  
GESA Germany  
Regional HQ in Frankfurt since 1965  
Full scale operations with local bases  
Throughout Europe

**China/APAC**  
GESA Chian  
Regional HQ in Kunshan since 2005  
Full scale operations with bases in Kunshan  
and Lianshui

# Global Operational Resources



# Facilities in China



# Office & Factory In China-GESA Kunshan

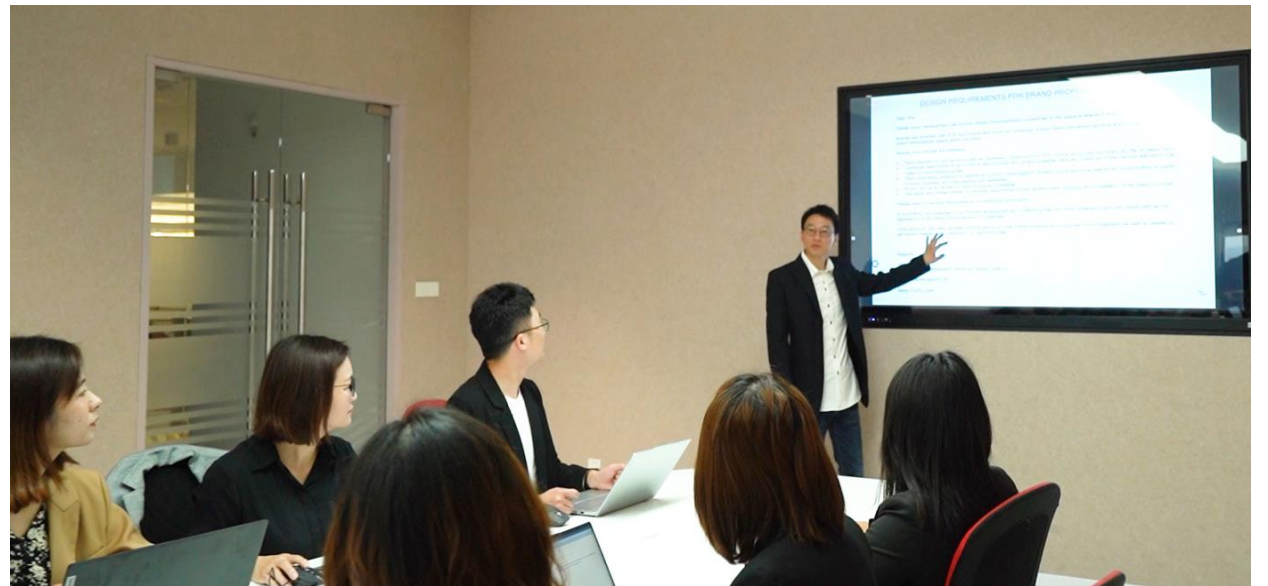
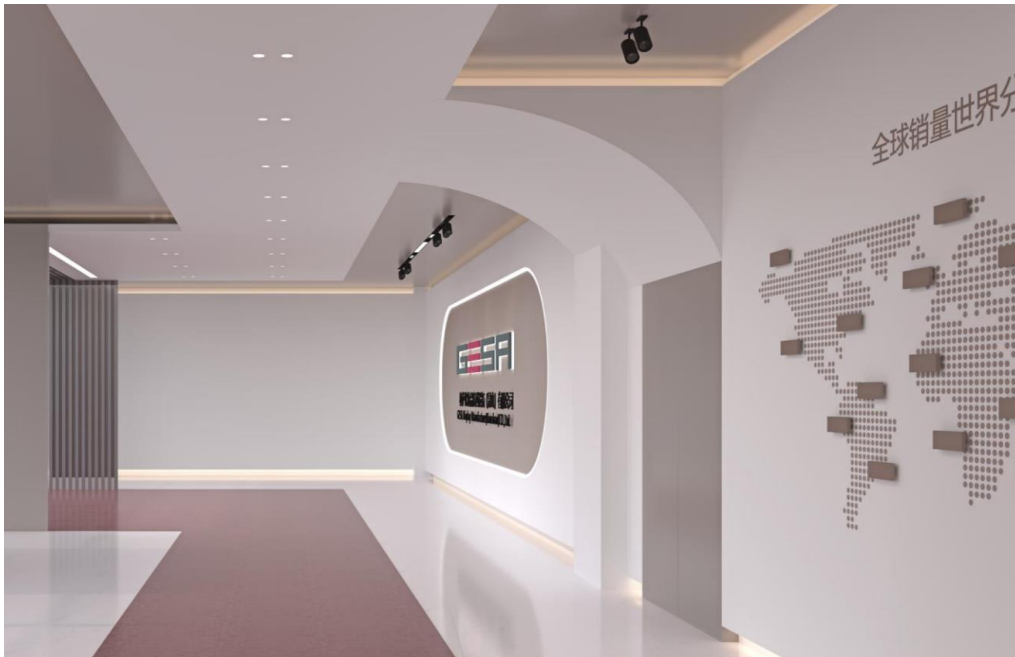


GESA is mainly engaged in design, R&D and production of fixtures and props. It has an international design and project management team, 60 years of experience in the retail industry, combined with KEDE's strong self-made productivity, and formed a strategic cooperation with KEDE to offer customers with a full range of one-stop service.

In order to expand production to meet the high frequency and fast-paced needs of the retail industry, GESA moved to a new plant on January 15, 2023. The new plant covers an area of 15000 square meters and is equipped with wood, steel, acrylic, silk screen and UV printing workshops. One-stop fast-paced to meet customer needs.

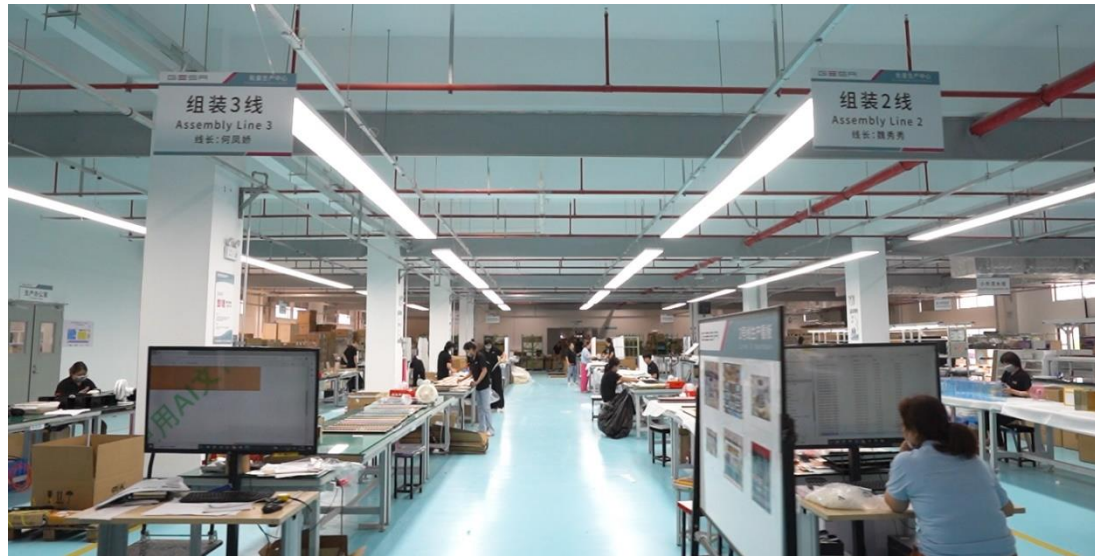


# Office & Factory In China-GESA Kunshan





# Office & Factory In China-GESA Kunshan



# Office & Factory In China-GESA Kunshan



# Office & Factory In China-LianShui Factory

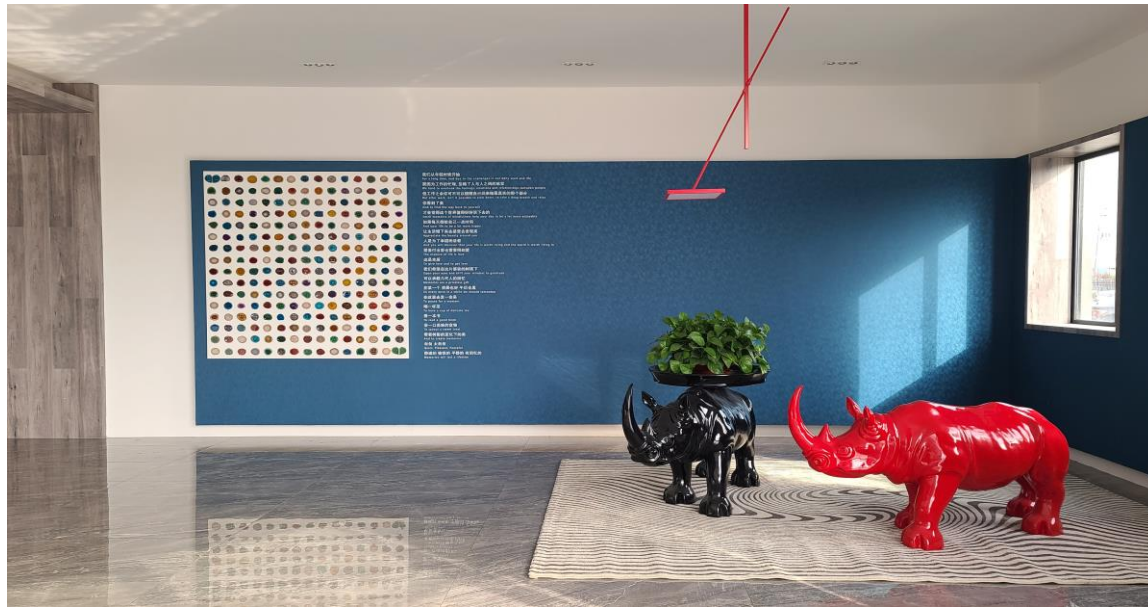


Jiangsu KEDE display props Co., Ltd mainly engaged mainly in shopfitting and GC work. It's located in Lianshui, Huai'an, covering an area of 45 mu, with a factory building of 30000m<sup>2</sup> and an investment of 110 million yuan.

The factories are equipped with advanced machines and highly skilled craftsmen, able to provide END TO END service, with our own in-house processing of wood, iron, stainless steel, acrylic, Corian and other materials to ensure the best interpretation of brand essence and design concept.



# Office & Factory In China-LianShui Factory



# Office & Factory In China-LianShui Factory



## Metal workshop

- Laser cutting
- V-slotting
- Bending
- Point welding
- Laser welding
- Tube cutting
- Polishing

# Office & Factory In China-LianShui Factory



Woodwork workshop

- CNC
- Edge bander
- Hot press process
- Flat panel saw
- Vertical panel saw
- Automatic driller

Dust vacuum system  
Explosion proof protection

# Office & Factory In China-LianShui Factory



Painting workshop

- 4x painting room
- 2 x drying room
- Polishing room

Paint workshop for wood and metal

Full air treatment  
Over 80% water based paint

# Office & Factory In China-LianShui Factory



- Powder coating line



# Office & Factory In China-LianShui Factory



# Office & Factory In China-LianShui Factory



# Office & Factory In China-LianShui Factory



Huge workshop space for mass-production assembly and whole store pre-build.







# 02

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Management team for  
Global project

# Account Management team for Global project



Account manager of GESA EMEA and APAC will have con-call twice a week, with his/her local partners to review market status/project status, using internal e-tracking.

Project	Column	Open Topic	Insert	GO Comments	GESA Comments	Client Due Date
General	1	PETER TF - FY21 Fragrance Offering - Zamac Cartridges	<a href="#">TF - Peter Dermigny:</a> <a href="#">FY21 Fragrance Offering - Zamac Cartridges</a>  <a href="#">Quoted on 6/23</a>		1.MANDARINO DI & AMALFI, this should be one artwork instead of two and pls check. 2.We don't have artwork for PATCHOULI ABSOLU and BITTER PEACH. 7/22: Lead time is 4 weeks after confirmation  7/21: The lead time for below cartridges is 4 weeks after approval. 10/19: start booking 11/17: Except China / Greece / Korea, all have confirmed and can be sent this week.	
TFB- 2H Master Marble Offering <b>Production Confirmation</b>	7	IP	<a href="#">7/13: Client to provide Qty's ReCap Date: Mid Aug - week of 8/10</a>	<a href="#">7/27: Note on list of items for offering - "ITEMS HIGHLIGHTED IN BRIGHT YELLOW ARE NEW CODES CREATED FOR THIS SEASON"</a>  7/21: 6/29: Sent Prelim MO 2nd Half Unit List of items - pending Qty's - Mid Aug ETA	NARROW 2TC UNITS W/LIGHT UNIT has sent 7/28 via Fedex-395223685880 11/10: Booking has started 11/24: Except Japan, China, Taiwan, Romania, Greece, all have sent already.	
TFB- 2H Master Marble Offering <b>Production Confirmation</b>	7	Development	<a href="#">Material To Be Ordered</a> >> Cartridge (Gesá - confirmed included costs) >> Ceramics (need a minimum of 5 weeks) >> AR Acrylic (need a minimum of 8+ weeks) >> LCD Screens / Electronics (Gesá?)	<a href="#">7/22: Please Ship Large Narrow Up lighting to NY Office - (Ok if it has holes or not) Pending final list w/ Qty's &amp; IF this item is listed - Possible sample &amp; Development process needed.</a>  7/21: No Unit left for sample in house 7/15: Gesa to see if they have parts in house to make sample		
TFB- 2H Master Marble Offering <b>Production Confirmation</b>	7	Item	<b>NEW DEVELOPMENT :</b> F20 COUNTERTOP DOUBLE-SIDED LIGHTBOX -	<a href="#">7/22:</a> Pending final list w/ Qty's & IF this item is listed - Possible sample & Development process needed.	New for us and pls check: >> F20 COUNTERTOP DOUBLE-SIDED LIGHTBOX - T9XE-60-0001	
TFB- 2H Master Marble Offering <b>Production Confirmation</b>	7	Item	<b>NEW DEVELOPMENT :</b> NARROW 2TC UNITS W/LIGHT	<a href="#">7/22: Please Ship Large Narrow Up lighting to OIS NY Office - (Ok if it has holes or not)</a>		
TFB - Most Wanted - Marble TF MOST WANTED IL	10	IP	<a href="#">TFB - Most Wanted - Marble Requested OCD is May 1st, 2021.</a>	<a href="#">8/10:</a> <a href="#">Quote Due by 8/24 - (or sooner)</a> <a href="#">Please provide One Pager &amp; Qty List 25 - 250</a>	<a href="#">9/2:</a> start acrylic sample and pic and video is supposed to sent 9/8 <a href="#">9/4:</a> Hold on prototype	

# Project Management – Time schedule reference



Carry on each detailed work based on the timeline to ensure projects are under control.

TOM FORD Program First Roll-Out Timeline					
Date	October 18, 2019	Responsibility	Duration	Start	Finish
Task Name					
<b>Development/ production</b>					
1	client launch the project	ELC		September 7, 2019	
2	client provide DTOs	ELC	4 weeks	September 7, 2019	October 4, 2019
3a	provide 1st batch drawings of approx. 10 items	GO/GESA	3 weeks	October 2, 2019	October 20, 2019
4a	client sign-off drawings	ELC	3 weeks	October 9, 2019	October 27, 2019
5a	submit production engineering drawings	GO/GESA	2 weeks	October 23, 2019	November 3, 2019
3b	provide 2nd batch drawings of approx. 10 items	GO/GESA	3 weeks	October 23, 2019	November 10, 2019
4b	client sign-off drawings	ELC	3 weeks	October 30, 2019	November 17, 2019
5b	submit production engineering drawings	GO/GESA	2 weeks	November 13, 2019	November 24, 2019
6	client provide fragrance and make up for marble testing	ELC	3 weeks	October 9, 2019	October 27, 2019
7	provide marble samples and testing reports (uv, fragrance, make up) for approval	GO/GESA	4 weeks	October 16, 2019	November 10, 2019
8	client sign off marble samples and testing reports (uv, fragrance, make up)	ELC	1 week	November 13, 2019	November 17, 2019
9a	1st batch prototype processing of approx. 10 items T1	GO/GESA	3 weeks	October 30, 2019	November 17, 2019
10a	send prototypes to client for approval T1	GO/GESA	1 week	November 17, 2019	November 24, 2019
11a	client sign off or revisions prototypes T1	ELC	1 week	November 27, 2019	December 1, 2019
9b	2nd batch prototype processing of approx. 10 items T1	GO/GESA	3 weeks	November 20, 2019	December 8, 2019
10b	send prototypes to client for approval T1	GO/GESA	1 week	December 8, 2019	December 15, 2019
11b	client sign off or revisions prototypes T1	ELC	1 week	December 18, 2019	December 22, 2019
12	prototype modifications T2	GO/GESA	4 weeks	December 11, 2019	January 5, 2020
13	send prototypes to client for approval T2	GO/GESA	1 week	January 5, 2020	January 12, 2020
14	client sign off prototype T2	ELC	1 week	January 15, 2020	January 19, 2020
15	send die lines for approval	GO/GESA	1 week	January 22, 2020	January 26, 2020
16	client sign-off die lines	ELC	1 week	January 29, 2020	February 2, 2020
17	client submit initial PO	ELC	1 week	January 29, 2020	February 2, 2020
18	client provide final artwork	ELC	4 weeks	January 29, 2020	February 23, 2020
19a	pre-production units and series packaging for approval (prior Chinese New Year)	GO/GESA	2 weeks	February 5, 2020	February 15, 2020
20a	send pre-production units and series packaging to client for approval	GO/GESA	1 week	February 15, 2020	February 23, 2020
21a	client sign off pre-production units and series packaging	ELC	2 weeks	February 26, 2020	March 9, 2020
19b	pre-production units and series packaging for approval (after Chinese New Year)	GO/GESA	2 weeks	March 2, 2020	March 16, 2020
20b	send pre-production units and series packaging to client for approval	GO/GESA	1 week	March 16, 2020	March 23, 2020
21b	client sign off pre-production units and series packaging	ELC	2 weeks	March 26, 2020	April 6, 2020
22	provide I/S and testing reports for approval	GO/GESA	1 week	March 19, 2020	March 23, 2020
23	client sign off I/S and testing reports	ELC	1 week	March 26, 2020	March 30, 2020
24	client submit final PO	ELC	1 week	March 26, 2020	March 30, 2020
25	client submit SAP codes	ELC	1 week	March 26, 2020	March 30, 2020
26	order processing	GO/GESA	2 weeks	April 2, 2020	April 13, 2020
27	purchasing + delivery of brush factices	GO/GESA	4 weeks	April 2, 2020	April 27, 2020
28	purchasing + cutting + polishing + assembling + packaging (approx. 15000 items)	GO/GESA	12 weeks	April 16, 2020	July 6, 2020
29	20 sets series pre-delivery via air freight	GO/GESA&DSV	1 week	May 11, 2020	May 18, 2020
<b>Series deliveries</b>					
30	ETD SH Port			May 11, 2020	July 9, 2020
31	ETA ELC global warehouses	GO/GESA&DSV	30 days	June 11, 2020	August 9, 2020
32	Installation for each region	GO/GESA	2 months	August 10, 2020	October 10, 2020



# Order Recap Management - Case reference



PROGRAM NAME	CODE	ELEMENT NAME	MARKET	DEPARTMENT	TOTAL #	SHIP TO	SHIP TO ADDRESS
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Argentina	Marketing	1	Argentina Affiliate Dc	Av. HOOKE 3905,TORTUGUITAS,BUENOS AIRES,I
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Austria	Marketing	5	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Benelux	Marketing	15	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Canada	Sales and Marketing	3	Elm Distribution	1819 Route 130 South,BURLINGTON,08016,US
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Germany	Creative	2	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Greece	Marketing	2	Greece Affiliate Dc	Attiki Odos Exit 4,Aspropyrgos,19300,GR
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Italy	Marketing	10	Italy Affiliate Dc	Via Galileo Galilei 6,Cassina de Pecchi,20060,IT
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Nordic (Denmark / Norway / Sweden)	Merchandising	2	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	RDDC APAC	Merchandising	2	RDDC APAC Office	Estee Lauder Distribution Center Pte Ltd,c/o 83
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Russia	Visual Merchandising	1	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Spain	Marketing	3	Spain Affiliate Dc	Colonia Las Mercedes,C/ Nanclares De Oca 3,M
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Switzerland	Marketing	1	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	TR EMEA	Marketing	20	Astabridge	11a Earlstrees Road,Earlstrees Industrial Estate
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	Turkey	Marketing	5	Turkey Affiliate Dc	N:3204 Gebze,Gebze OSB, Tembelova Alani 32C
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	United Kingdom	Creative - SD	8	UK Affiliate Dc (3620)	3 Kites Croft Business Park,Warsash Road, Cons
FY2020 Pt 1 Marble Master Merchandising Offering	T817600001	Private Blend 10 Scenting Experience - Marble	United States	Sales and Marketing	27	Elm Distribution	1819 Route 130 South,BURLINGTON,08016,US
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Australia	Marketing	3	Australia Affiliate Dc	165&175 Mitchell Road,Erskineville,2043,AU
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Benelux	Marketing	2	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Bulgaria	Marketing	1	Eastern Hub (3940)	K Hradisti 167/2,Cheb & Dolni Dvory. 350 02,Cz
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Canada	Sales and Marketing	3	Elm Distribution	1819 Route 130 South,BURLINGTON,08016,US
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Greece	Marketing	4	Greece Affiliate Dc	Attiki Odos Exit 4,Aspropyrgos,19300,GR
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Middle East	Marketing	10	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Romania	Marketing	1	Romania Affiliate Dc	Cladirea Key Logistic Center KLC2,Soseaua de C
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Russia	Visual Merchandising	6	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	South Africa	VMSD	6	South Africa Affiliate Dc	4 Kyalami Boulevard,Kyalami,1685,ZA
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Spain	Marketing	5	Spain Affiliate Dc	Colonia Las Mercedes,C/ Nanclares De Oca 3,M
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	Switzerland	Marketing	1	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	TR APAC	Visual Merchandising	40	SG Bollere Warehouse	Estee Lauder TR Inc. & HUB, C/O Bollere,47 Jala
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	United Kingdom	Creative - SD	4	UK Affiliate Dc (3620)	3 Kites Croft Business Park,Warsash Road, Cons
FY2020 Pt 1 Marble Master Merchandising Offering	T824600001	EYE 1B INSERTS FOR USE WITH 2 TIER PLATFORM - (GLOBAL)	United States	Sales and Marketing	27	Elm Distribution	1819 Route 130 South,BURLINGTON,08016,US
FY2020 Pt 1 Marble Master Merchandising Offering	T82J600001	2TC FACE 3 INSERTS FOR 2 TIER PLATFORM	Nordic (Denmark / Norway / Sweden)	Merchandising	1	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T82J600001	2TC FACE 3 INSERTS FOR 2 TIER PLATFORM	Russia	Visual Merchandising	6	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T82J600001	2TC FACE 3 INSERTS FOR 2 TIER PLATFORM	United Kingdom	Creative - SD	4	UK Affiliate Dc (3620)	3 Kites Croft Business Park,Warsash Road, Cons
FY2020 Pt 1 Marble Master Merchandising Offering	T826600001	2TC LIP 1 INSERTS FOR 2 TIER PLATFORM	Australia	Marketing	6	Australia Affiliate Dc	165&175 Mitchell Road,Erskineville,2043,AU
FY2020 Pt 1 Marble Master Merchandising Offering	T826600001	2TC LIP 1 INSERTS FOR 2 TIER PLATFORM	Benelux	Marketing	2	Western Hub (3500)	Nijverheidsstraat 11,Oevel,2260,BE
FY2020 Pt 1 Marble Master Merchandising Offering	T826600001	2TC LIP 1 INSERTS FOR 2 TIER PLATFORM	Canada	Sales and Marketing	3	Elm Distribution	1819 Route 130 South,BURLINGTON,08016,US

# Order Recap Management - Case reference





















单据类型 标准销售订单 *	销售组织 柯萨化妆品陈列设备(昆山)有限 *	销售部门 行销部	Reference No. KS241901 *	交货方式
单据编号 S240351	客户 迪茜 (上海) 展示设计有限公司 *	销售组	品牌 SHISEIDO/资生堂	
日期 2024/2/26 *	结算币别 人民币 *	销售员 王月香 *	Project Name 资生堂21版柜台常规面板-新开 *	
业务类型 普通销售 *		订单类型 批量订单 *	Incoterms	
是否合并开票 合并 *	备注 杭州城西银泰	变更原因	Customer Order No. KS241901	收货地址B
		补贴原因		
















明细信息 | 物料数据 | 交货明细 | 明细财务信息 | 收款计划 | 其他信息 | 收款执行明细

新增行 | 删除行 | 批量填充 | 业务操作 | 业务查询 | 预留 | 本单累计数量取价 | 附件 | 获取即时库存

序号	物料编码 *	物料名称	规格型号	辅助规格型号	销售单位 *	销售数量	计价单位 *	计价数量	出货日期 *	即时库存	备注	单价
1	04.SHI23203000	资生堂柜台护肤面板-红水异形夹			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
2	04.SHI24004000	资生堂柜台护肤大理石盒子-红色蜜露			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
3	04.SHI24005000	资生堂柜台护肤面板-新红水			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
4	04.SHI23206000	资生堂柜台护肤大理石盒子-激活			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
5	04.SHI23207000	资生堂柜台护肤大理石盒子-细腻去红			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
6	04.SHI23208000	资生堂柜台护肤面板-红腰子家族			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
7	04.SHI23545000	资生堂柜台护肤大理石盒子-充盈			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
8	04.SHI23546000	资生堂柜台护肤大理石盒子-水润嘭弹			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
9	04.SHI23209000	资生堂柜台护肤面板-鲜润面霜			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
10	04.SHI23068000	资生堂柜台护肤护肤大理石盒子-淡纹细腻			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
11	04.SHI24048000	资生堂柜台护肤面板-盼丽风姿系列 (抚纹眼霜)			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
12	04.SHI23544000	资生堂护肤大理石盒子-深润净澈			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
13	04.SHI23547000	资生堂柜台护肤面板-洁面系列			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
14	04.SHI23074000	资生堂柜台护肤大理石盒子-紧弹透亮			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
15	04.SHI23212000	资生堂柜台护肤面板-悦薇水乳			Pcs	2.00	Pcs	2.00	2024/3/12		杭州城西银泰	
						81		81				

-  Sea Shipping Order-Argentina
-  Sea Shipping Order-Australia
-  Sea Shipping Order-Austria+Benelux+Germany+Nordic+Russia+Sub-Sahara Africa
-  Sea Shipping Order-Central Europe North
-  Sea Shipping Order-Greece
-  Sea Shipping Order-Hong Kong
-  Sea Shipping Order-Italy
-  Sea Shipping Order-Japan
-  Sea Shipping Order-Korea Distributor (ADF)
-  Sea Shipping Order-RDDC APAC
-  Sea Shipping Order-Romania
-  Sea Shipping Order-South Africa
-  Sea Shipping Order-Spain
-  Sea Shipping Order-Thailand
-  Sea Shipping Order-TR Americas
-  Sea Shipping Order-TR APAC
-  Sea Shipping Order-Turkey
-  Sea Shipping Order-United Kingdom

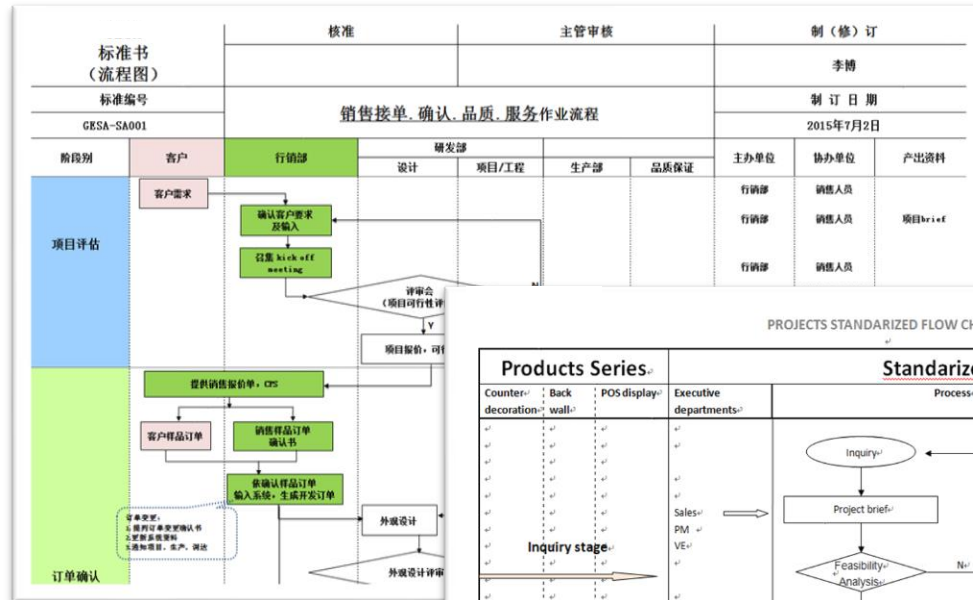
-  Air Shipping Order-Bulgaria
-  Air Shipping Order-China
-  Air Shipping Order-France+Nordic+Switzerland
-  Air Shipping Order-Hong Kong
-  Air Shipping Order-Middle East
-  Air Shipping Order-Philippines
-  Air Shipping Order-Singapore+RDDC APAC
-  Air Shipping Order-Spain
-  Air Shipping Order-Switzerland
-  Air Shipping Order-Taiwan
-  Air Shipping Order-TR EMEA-1
-  Air Shipping Order-TR EMEA-2
-  Air Shipping Order-TR EMEA-3

# 03

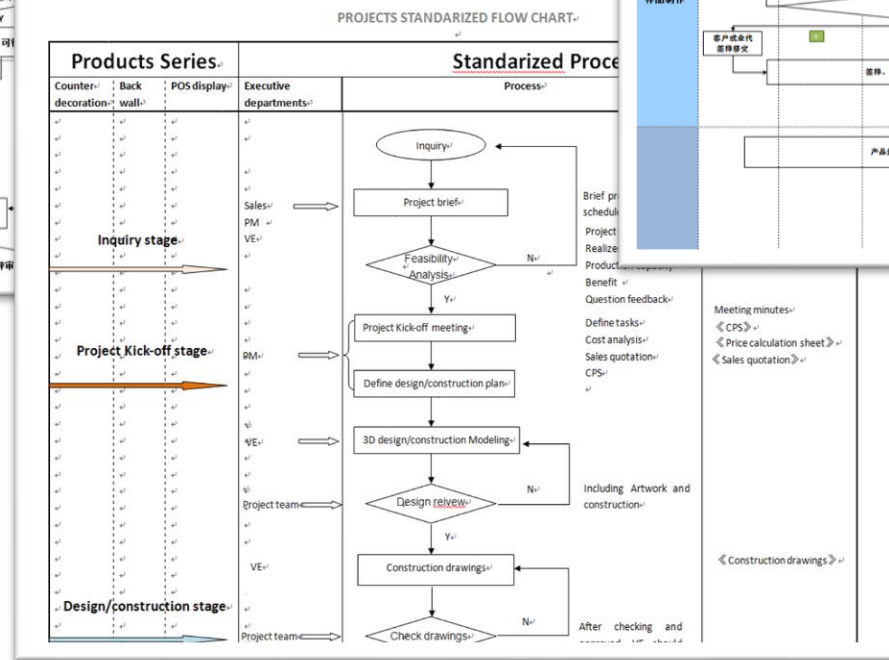
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QC System for Reference

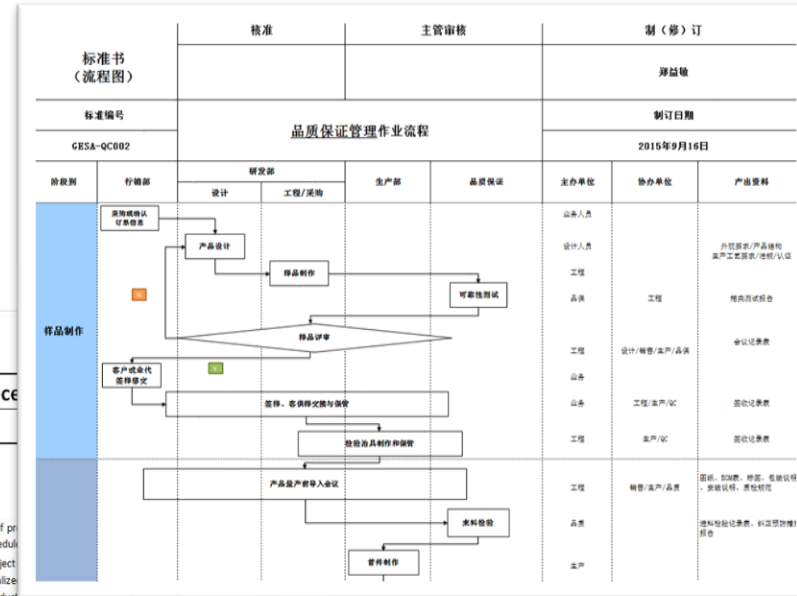
# Quality Control Flow Chart



Sales operation flowchart



Standard Purchasing flowchart



Quality operation flowchart

# Quality Control Standards



**I. Incoming inspection**

1.1. Purposes sheet

- Labeling: indicating the part number, name, specification, quantity, trademark, grade, lot number, color of the product.
- Date of production and name of manufacturer, issue the product certificate
- Dimension: same the requirements. Determination according to GB/T 1314-2008 5.3
- Appearance: the color is match with the color proof, no obvious scratch damage

1.2. PET and PS class sheet

- Mark: indicating the part number, name, specification, quantity and color of the product
- Dimension: in accordance with the requirements of the drawings
- Appearance: no damage and large area of scratches

1.3. Mirror sheet

- Mark: indicating the product part number, name, specification, quantity of the product
- Size: meet order requirements
- Appearance: no damage and large area of scratches
- Function: the back coating is qualified and has passed the adhesion/cross-cut test

1.4. Electrical manual

1.4.1. Transceiver

- Mark: indicating the part number, name, specification, quantity, batch number and date of production of the product
- Specification: 12V 24V, which is in accordance with order requirements
- Whether the mainboard is working properly after switching on the power, and whether the fan speed is normal
- Short circuit protection function is available (this is a professional electrician's test)

**Matter: wiring attention:**

- Brand: Smartfit (SMT)
- LED: SPS-330-12 LED (Series name: ultra-thin power supply) 330(mA/power)
- Output: +V: positive-V: negative
- Signal: ground line N zero line L live line

4. Use environment: well-ventilated, dry, no outdoor wiring, no cover

1.4.2. Wire rod

- The specifications of the wire rod are correct and in line with the order
- The color of the wire rod is correct and in line with the order
- The color of the 3-core line: beyond live line L, blue zero line N line of yellow and green "grounding"
- The color of the 2-core line: beyond live line L, blue zero line N
- Special line (SMD): positive: horizontal bar line, negative: line
- The core is staggered wire, which needs to be peeled for inspection.

Incoming Inspection standard

**III. Assembly**

3.1. Wood product assembly

- The dimensions of wood products meet the requirements of the drawings
- The dimensions shall be inspected according to drawings, and the total size allowable error is  $\pm 3\text{mm}$ , when L  $\geq 1000\text{mm}$ , and is  $\pm 2\text{mm}$  when L  $\geq 1000\text{mm}$
- Under the condition that the ground is completely flat, the joint of all the parts is flat after the counter is assembled, there is no obvious delamination, and there is no distortion in general.
- The drawers and cabinet door locks are installed flat (check whether the drawer chain screws are used as required, and whether there is lock missing phenomenon)
- When the door is completely flat, the drawer panel and cabinet door are leveled after assembling, and all drawers and cabinet door edges are in the same level.
- Under ground level conditions, the height of the drawer panel and the edge of the cabinet door are allowed to be other  $\pm 1\text{mm}$
- Drawer and cabinet door locks are fixed flat (the size of the lock box bulging drawer or cabinet door panel is  $\leq 2\text{mm}$ )
- The paint color is the same as the color board.
- No surface paint leakage, no paint damage, no obvious scratches
- Appearance paint surface, mirror acrylic, metal surface and acrylic are classified into class A, class B, and class C. The quality control should be conducted according to the classes
- There are no obvious scratches on the surface of acrylic parts, crystal dots
- There is no damage to the edges and corners of glass products
- All spray paint & baking paint & electroplating & printing work or surfaces pass the 3M adhesion test
- Light box inspection:
- 1.1. Open assembly, no obvious light leakage around
- 1.2. The unilateral acrylic and wood assembly shall reserve certain space, no tight-fit phenomenon (to avoid the effect of heat expansion and cold shrinkage)
- 1.3. The laminate shall be a non-void laminate or a fixed laminate
- 1.4. When the full-box load bearing is  $\geq 200\text{kg}$ , the sag angle shall be no more than 2 degrees, and 3 consecutive weeks of testing shall be no more than 2 degrees.
- Drawer pull-out and close smoothly, without noise of friction
- When the door lock is closed you can hang the lock plate and lock the door plate
- All cabinet doors are firmly installed, the switch is smooth and no noise. The cabinet door adges cushioned noise hinge

**Function**

18. LED lamp bar assembly:

- Each LED lamp bar has an independent side-handle connector that can be pulled out from the Board and is easy to replace. LED light bar specifications, models meet the requirements of the drawings
- When the mounting screw of lamp base is locked in locked property, and the anti-loose gasket can't be added, there should be no looseness after assembling the LED light bar
- LED should be fixed by hot-melt adhesive after assembly (Note: If the LED light bar is directly connected with the main parts, the two ends should be fixed with hot-melt adhesive to avoid short-circuit problems.)
- Whether parallel line No. 22 and No. 18 are copper wire with a positive of horizontal bar line or a negative of other when welding to the LED light bar
- The light bar can not be directly attached to the main parts, easy to produce short circuit (need to attach the light bar to silky white acrylic, and then assemble on main parts)

Process Inspection standard

**III. Assembly**

3.1. Wood product assembly

- The dimensions of wood products meet the requirements of the drawings
- The dimensions shall be inspected according to drawings, and the total size allowable error is  $\pm 3\text{mm}$ , when L  $\geq 1000\text{mm}$ , and is  $\pm 2\text{mm}$  when L  $\geq 1000\text{mm}$
- Under the condition that the ground is completely flat, the joint of all the parts is flat after the counter is assembled, there is no obvious delamination, and there is no distortion in general.
- The drawers and cabinet door locks are installed flat (check whether the drawer chain screws are used as required, and whether there is lock missing phenomenon)
- When the door is completely flat, the drawer panel and cabinet door are leveled after assembling, and all drawers and cabinet door edges are in the same level.
- Under ground level conditions, the height of the drawer panel and the edge of the cabinet door are allowed to be other  $\pm 1\text{mm}$
- Drawer and cabinet door locks are fixed flat (the size of the lock box bulging drawer or cabinet door panel is  $\leq 2\text{mm}$ )
- The paint color is the same as the color board.
- No surface paint leakage, no paint damage, no obvious scratches
- Appearance paint surface, mirror acrylic, metal surface and acrylic are classified into class A, class B, and class C. The quality control should be conducted according to the classes
- There are no obvious scratches on the surface of acrylic parts, crystal dots
- There is no damage to the edges and corners of glass products
- All spray paint & baking paint & electroplating & printing work or surfaces pass the 3M adhesion test
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- 1.1. Open assembly, no obvious light leakage around
- 1.2. The unilateral acrylic and wood assembly shall reserve certain space, no tight-fit phenomenon (to avoid the effect of heat expansion and cold shrinkage)
- 1.3. The laminate shall be a non-void laminate or a fixed laminate
- 1.4. When the full-box load bearing is  $\geq 200\text{kg}$ , the sag angle shall be no more than 2 degrees, and 3 consecutive weeks of testing shall be no more than 2 degrees.
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- The light bar can not be directly attached to the main parts, easy to produce short circuit (need to attach the light bar to silky white acrylic, and then assemble on main parts)

Final Inspection standard

**Test list**








No.	Test name	Applied materials/process	Reference standard	Equipment pictures
1	Flatness Inspection	Metal material	General standard	
2	Aging test(LED)	LED	General standard	Use test fixture
3	Adhesion Test	Electroplating/screen printing/water transfer printing	ISO 2409-2007	
4	Abrasion resistance test	Silk screen/electroplating/ink ring	ASTM 1499-2008	
5	Hardness Test	Painting	ISO 15184-2012	
6	Color test	Plating/printing/paint/ink		
7	Gloss test	Plating/printing/paint/ink	ISO 2813 & ISO 7668	
8	Temperature Humidity test	Coating/electroplating/ink	IEC 68-2-38	
9	Salt spray test	Electroplating/powder coating	ISO 3769-1978	

Common test standard

# Standard Quality Test Items



Test list

No.	Test name 测试名称	Applied materials&process 适用材料&工艺	Reference standard 测试参考标准	Equipment pictures 设备照片
1	Planeness Inspection 平整度检测	Metal material 金属材料	General standard 通用标准	
2	Aging test(LED) 老化测试(LED)	LED	General standard 通用标准	Use test fixture 使用测试治具
3	Adhesion Test 附着力测试	Electroplating/screen printing/plate printing/water transfer printing 电镀/丝印/平板打印/水转印	ISO 2409-2007	
4	Abrasion resistance test (alcohol&perfume) 耐磨测试(酒精&香水)	Silk screen/electroplating/painting 丝印/电镀/喷漆/烤粉	ASTM1906-2058	
5	Hardness Test 硬度测试	Painting 喷漆/烤粉	ISO15184-2012	
6	Color test 色差测试	Plastic/printing/paint/electroplating 塑胶/印刷/喷漆/电镀		
7	Gloss test 光泽测试	Plastic/printing/paint/electroplating 塑胶/印刷/喷漆/电镀	ISO 2813 & ISO 7668	
8	Temperature & humidity test 温度&湿度测试	Gluing/electroplating/painting 打胶/电镀/喷漆	IEC68-2-38	
9	Salt spray test 盐雾测试	Electroplating/powder coating 电镀/烤粉	ISO 3768-1976	

\*Click to open the file

# Quality Inspection Record



**进料检验记录表(Incoming Inspection Record)**

单据日期: \_\_\_\_\_ 检验日期: 年 月 日

品名(Part name): \_\_\_\_\_ 规格(Spec): \_\_\_\_\_

采购订单号(PO): \_\_\_\_\_ 项目(Proj.): \_\_\_\_\_

需求数量(Incoming Qty): \_\_\_\_\_ 检验数量(Inspection Qty): \_\_\_\_\_

不良数量(Defect Qty): \_\_\_\_\_ 不良率(Defect rate): \_\_\_\_\_

检验方式(Checking): 全检 抽检

AQL: \_\_\_\_\_ AC: \_\_\_\_\_ Re: \_\_\_\_\_

序号	检验项目	抽检产品序号(Check the product serial number)	1	2	3	4	5	6	7	8	9	10
1	外观											
2	尺寸											
3	功能											
4	功能											
5	功能											
6	功能											
7	功能											
8	功能											
9	功能											
10	功能											
11	功能											
12	功能											
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16	功能											
17	功能											
18	功能											
19	功能											
20	功能											
21	功能											
22	功能											
23	功能											
24	功能											
25	功能											
26	功能											
27	功能											
28	功能											

不良情况处理(Deal with defect): 退货 接受 挑选 返工

备注(remark): \_\_\_\_\_

检验员(Inspector): \_\_\_\_\_

再交: OK NG

检验员: \_\_\_\_\_

保存期限: 1年

**成品检验记录表(FG Inspection Record)**

品名(Part name): \_\_\_\_\_ 规格(Spec): \_\_\_\_\_

项目(Proj.): \_\_\_\_\_ 日期: \_\_\_\_\_

品名(Part No.): \_\_\_\_\_ 工单号(Work order): \_\_\_\_\_

项目(project): \_\_\_\_\_ 销售订单: \_\_\_\_\_

不良数量(Defect Qty): \_\_\_\_\_

检验数量(Inspection Qty): \_\_\_\_\_

不良率(Defect rate): \_\_\_\_\_

检验方式(Checking): 100% Random

AQL: \_\_\_\_\_ AC: \_\_\_\_\_

序号	检验项目	抽检产品序号(Check the product serial number)	1	2	3	4	5	6
1	外观							
2	尺寸							
3	功能							
4	功能							
5	功能							
6	功能							
7	功能							
8	功能							
9	功能							
10	功能							
11	功能							
12	功能							
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16	功能							
17	功能							
18	功能							
19	功能							
20	功能							
21	功能							
22	功能							
23	功能							
24	功能							
25	功能							
26	功能							
27	功能							
28	功能							

不良情况处理(Deal with defect): 返工 (rework)

备注(remark): \_\_\_\_\_

检验员(Inspector): \_\_\_\_\_

再交: OK NG

**样品&首件检验记录表**


项目: \_\_\_\_\_ KS号: \_\_\_\_\_ 品名: \_\_\_\_\_

类别	检验项目	检验内容	检测方法	检验结果	判定
一致性	尺寸标准:	按照图纸	卷尺+卡尺		
外观	外观(包含颜色、平整度、毛刺、雕刻边缘)	图纸+ATTORX	器具+目视+触摸		
	组成配件装配方式合理安全	配件不可有安全隐患(跌落风险)	目视		
安全性	加工边缘(无应力、无锋利)、不可有锐利边缘、毛刺	可触摸到边角均进行处理	目视		
	放置产品孔位, 依照图纸检验	按照图纸和产品式样	器具+		
功能性	丝印	文字+颜色+位置+外观+附着力	目视+目视+触摸		
	油漆	外观+颜色+附着力	目视+软笔测试		
	烫金	文字+颜色+位置+外观+附着力	目视+目视+触摸		
	印刷	文字+颜色+位置+外观+附着力	目视		
功能性	打胶	外观+颜色	目视+触摸		
	电镀	外观+颜色+附着力	目视+软笔测试		
	抽气装置/开关	抽气可以正常开抽且顺畅	目视+开关		
	万用抽	外观影响装配的抽气器打偏平+角度, 平整度	目视		
	层板固定方式	承重性能(静载+震动)	承重测试		
	结构强度和	拉扯强度是否影响灯片效果	目视		
	亚克力面板	面板前式是否有开裂现象	目视+触摸		
	外饰材料耐刮擦能力/耐划伤/式、酒精擦拭90%	酒精前式是否有开裂现象	酒精测试		
镜面亚克力系列/镜面亚克力板	颜色+光泽+变形程度	目视配合色卡			
镜面亚克力/印刷亚克力灯板	文字内容+位置+颜色+透光均匀+可刮擦测试	目视+目视+触摸			
翻盖	可以正常开合	目视+开关			
产品表面	清洁	使用清洁剂			
验收标准性	设计15连续不可有视觉不良	对照标准+样品	目视		
过程会签性	对照标准+样品	目视			
LED灯色温	灯条发光正常, 不可有闪烁、发暗现象	对照图纸+样品	目视		

检验员: \_\_\_\_\_

日期: \_\_\_\_\_

**N552a Lighting Plinth LH 1200**



Due Date: 14 Aug 2020  
Priority: No Priority  
Status: Closed  
Assigned To: No Assignment

Description: The whole unit is qualified, Assembly is OK. Surface deformation. The topper has no deformation. LED light there is no obvious luminous unevenness of the light strips. Drawer switch smoothly, no block interference phenomenon.

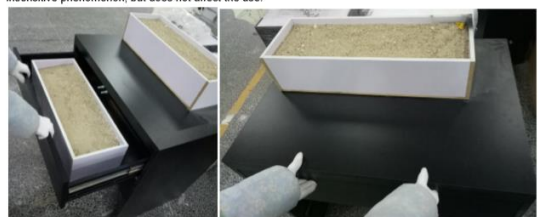
GESA Confidential      Test code: DS-1901-001

Slide rail test	Result
DysonSlide push-pull Test	Pass
Date: 2019-1-28	tester: Lisa Wang

**System Configuration**  
Dyson  
**Purpose**  
To test if the slide is qualified.  
**Standard**  
Push and pull the drawer 10000 times to check if the slide has any damage.  
**Facility/Tooling**  
1 unit of Dyson  
**Test procedure**  
1. Push and pull the drawer to check slide condition.  
2. Test for 10000 times to check if the slide has any damage.

Test Items	Result	Remark
Slide rail test 1000cycle	Pass	

**FINDINGS**  
No damage after 10000 times push-pull.Rebound can be used normally, in the testing process occasionally have insensitive phenomenon, but does not affect the use.



Incoming inspection Record

Process inspection Record

Final inspection record

Corrective and preventive measures Report

QC Report

Testing Report



# Quality Inspection Report Sample

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Dyson-(Hamburg, Germany)-QC Report(2/4)

19 Jul 2020

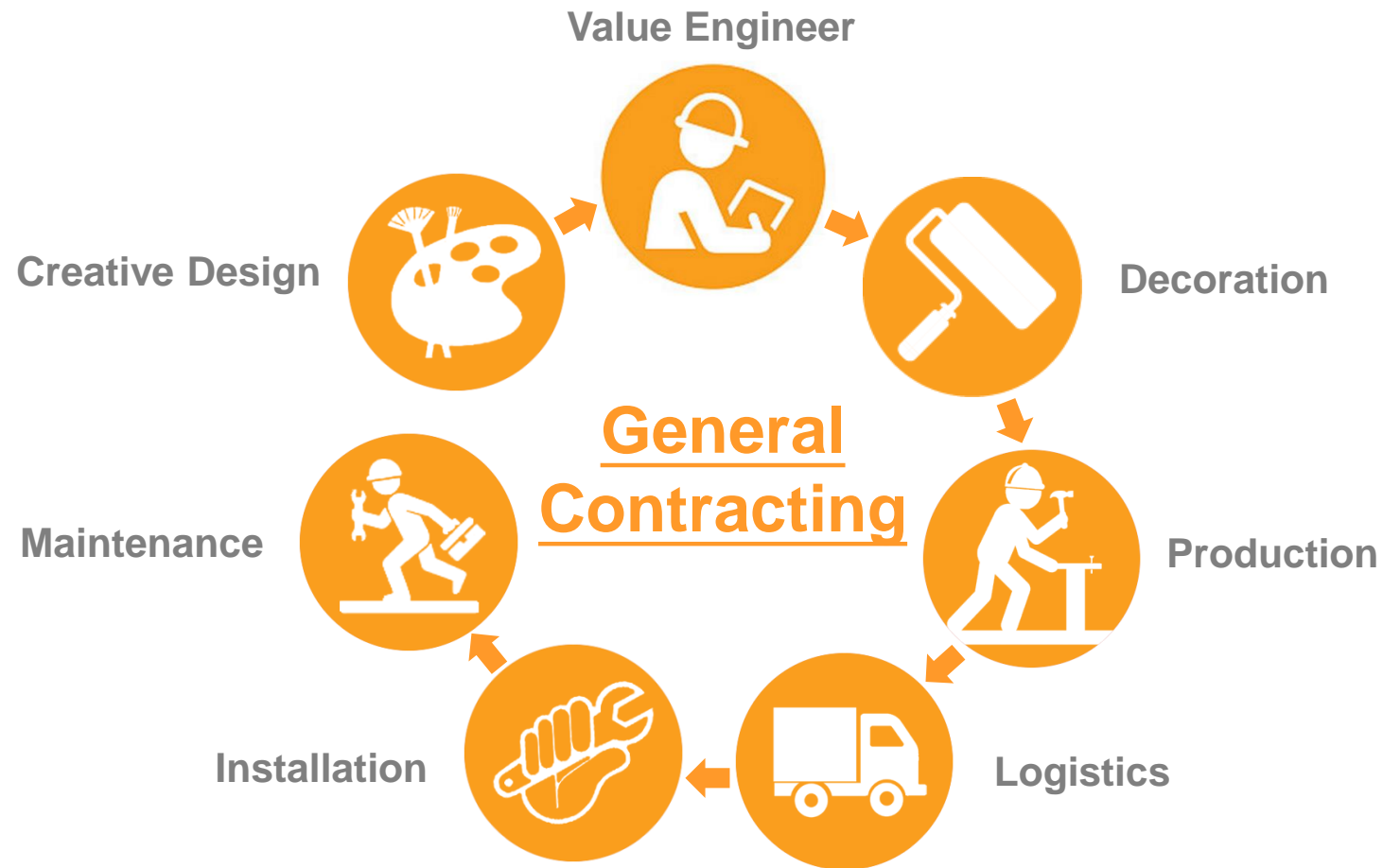
\*Click to open the file

04

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Dedicated Service

## End to End Retail Solution





# APAC Service Network



## \*GESA Kunshan:

- \* Full scale operations incl. development, production and customer service in Kunshan
- \* Centralize R&D and VM display production in China;
- \* Native language speaker (Chinese, English, Japanese);

## \*KEDE Lianshui:

- \* Full scale operations incl. development, production and customer service in Lianshui
- \* Centralize fixture production in China and GC installation in the world ;

05

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Case Sharing

# Our Clients Brands Portfolio



# GC + Fixtures - DYSON



GC+ Fixture

Type: Direct Store ;Beijing LIVAT 134M<sup>2</sup>;Opening date:Jan.2021



# GC + Fixtures - DYSON



**GC+ Fixture**  
Type: Direct Store ; Hongkong V-city, 90M<sup>2</sup>



# GC + Fixtures - DYSON



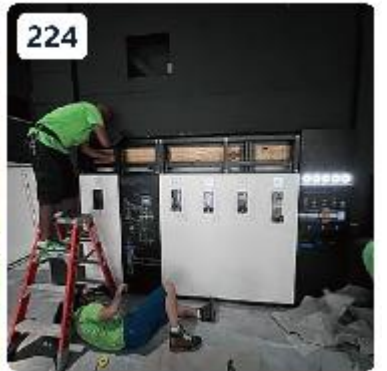
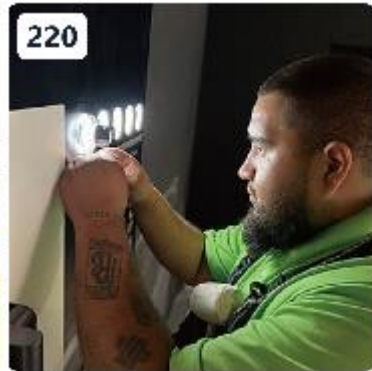
**GC+ Fixture**  
Type: Direct Store ; Taiwan Xinyi Place A11, 107.6M<sup>2</sup>



# GC + Fixtures - DYSON



# GC + Fixtures – DYSON Installation



# GC + Fixtures - DJI



**GC+ Fixture**  
Xi'an Datang Eternal City, 240.5M<sup>2</sup>



# GC + Fixtures - DJI



GC+ Fixture Hongkong DJI/Hasselblad Concept store  
220 M<sup>2</sup>; Opening date: 25th June. 2023



# GC + Fixtures - POLO RALPH LAUREN



GC+ Fixture  
CQ Xing Guang :192 M<sup>2</sup>;Opening date:12th Aug.2021



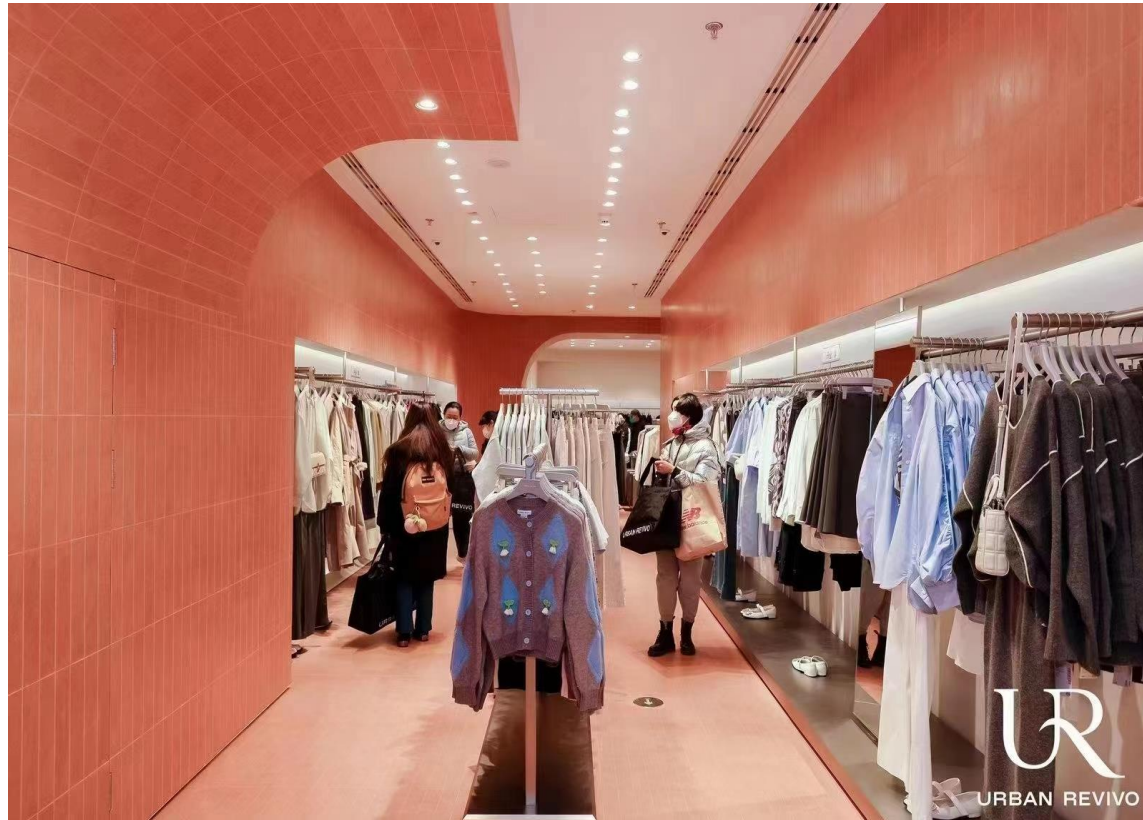
# GC + Fixtures - POLO RALPH LAUREN







# GC + Fixtures - UR



# GC + Fixture + VM-HOURLASS



GC+ Fixture  
Zhenzhou Da wei cheng:49 M<sup>2</sup>;Opening date:Aug.2022



# GC + Fixture + VM- 3CE



GC+ Fixture  
Handan New Century Plaza Store : 149M<sup>2</sup>;Opening date:Jan.2023



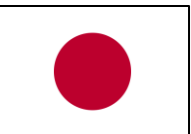
# Fixture -CLINIQUE in APAC



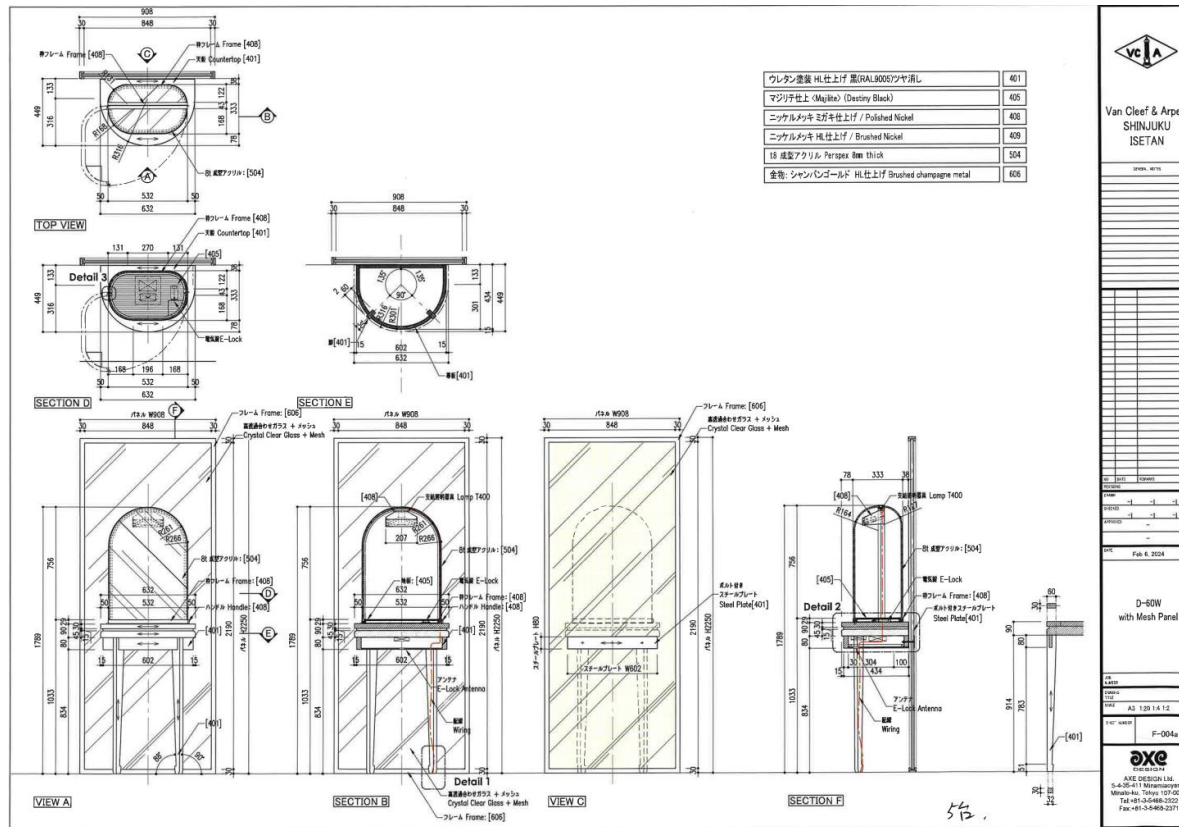
# Fixture + VM Display -TOO FACED in APAC



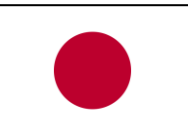
Japan FSS Hearton Hotel Osaka :30 M<sup>2</sup>;  
Opening date:Mar.2020



# Fixture -Van Cleef & Arpels



5 Unit



# Fixtures - TARGET





# VM Display - LAMER Global



# VM Display -TF Global



# VM Display -BK Global



# VM Display - EL China



# VM Display - LANCOME China



# VM Display -Clarins APAC





# VM Display -ARMANI Global





# VM Display -VALENTINO in TR



# VM Display -VALENTINO in TR



# VM Display -Shu uemura in TR



# VM Display -YSL in TR





**THANK YOU**