

# Alibaba.com Certified Supplier



## Production Assessment Report

*Presented to*

**Ningbo Newland Magnetics Co., Ltd.**

宁波新大陆磁制品有限公司

Gold Supplier & Assessed Company Relationship:	<input checked="" type="checkbox"/> Wholly Owned <input type="checkbox"/> Shareholder/Partner <input type="checkbox"/> Capacity Contract
Company Address:	Road 1272, Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China
City / Country:	Ningbo, China
Consigner of Assessment:	Alibaba
Gold Supplier Member ID:	cnnewmagnet
Gold Supplier Company Name:	Ningbo Newland Magnetics Co., Ltd.
Contact Person:	Mr. Frank Wang
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*Service provided by Bureau Veritas Certification*

*Report No.: 201002050003369\_1-P*





**Note: All the dates in the report are written in accordance with date/month/year.**

Report Number:	201002050003369_1-P	Assessment Type:	Production Assessment
Date of Assessment:	7 Apr. 2010	Report Date:	7 Apr. 2010
Assessor's Name:	Allan Liu	Validity Period:	8 Apr. 2010 – 7 Apr. 2011
Reviewed By:	Shuiping Chen	Online Verification:	www.bv-certification.com.cn

**Important Notes:**

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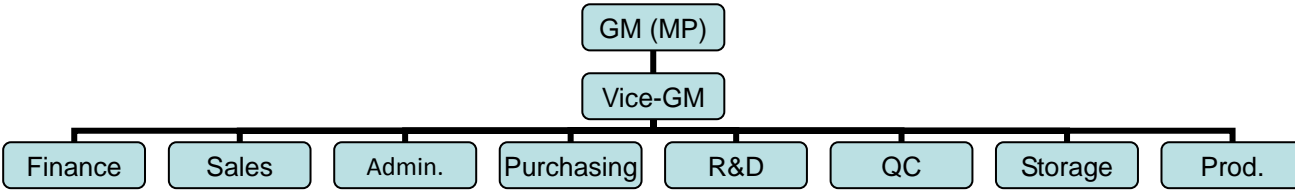
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## Section 1: Company Overview

Company Overview			
<b>1.1 Legal Validity</b>			
Does the company have a valid business license?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Business License Number:	320200400022131
Year Established:	22 Dec. 2006	Validity Period:	22 Dec. 2006 - 21 Dec. 2016
Registered Address:	Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China		
Company Address:	Road 1272, Lugang Village, Gaoqiao Country, Yinzhou District, Ningbo City, Zhejiang Province, China		
Annual review conducted by the Industrial & Commercial Bureau?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Reviewed By:	Ningbo Industrial & Commercial Bureau
Registered Capital:	USD 500,000.00		
Corporate Representative:	Mr. Haitao Wang		
Industry:	Electrical Equipment		
Business Type:	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Trading Company <input checked="" type="checkbox"/> Combined		
Type of Ownership:	<input checked="" type="checkbox"/> Private Owner <input type="checkbox"/> Public Company <input type="checkbox"/> Joint Venture <input type="checkbox"/> Stated Owned <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Other		
Products Manufactured:	Magnetic assembly including magnetic filter, magnetic separator, speaker assembly, motor parts assembly, magnetic badge, cow magnet, magnetic coupling, sensor assembly, magnetic hook, tweeter assembly and magnetic toy, etc.		
<b>1.2 Company Building Information</b>			
Certification Type: <input checked="" type="checkbox"/> Land Certification <input checked="" type="checkbox"/> Real Estate Certification <input type="checkbox"/> Lease Agreement <input type="checkbox"/> Factory Officer Claimed Total Land Size: <u>2485 m<sup>2</sup></u> Number of Building(s) : <u>2</u>			

## Section 2: Human Resources

Human Resources				
2.1 Company Chart				
 <pre> graph TD     GM["GM (MP)"] --&gt; ViceGM["Vice-GM"]     ViceGM --&gt; Finance     ViceGM --&gt; Sales     ViceGM --&gt; Admin["Admin."]     ViceGM --&gt; Purchasing     ViceGM --&gt; RnD["R&amp;D"]     ViceGM --&gt; QC     ViceGM --&gt; Storage     ViceGM --&gt; Prod["Prod."]           </pre>				
2.2 Employee Headcount				
Department Name	Full Time Employee(s)	Part-Time Employee(s)	Total	
GM	1	0	1	
Vice-GM	0.8	0	1	
Finance	0.2	0	5	
Sales	9	0	9	
Administration	4	0	4	
Purchasing	6	0	6	
R&D	4	0	4	
QC	3	0	3	
Storage	3	0	3	
Production	32	0	32	
<b>Total Number:</b>	<b>63</b>	<b>0</b>	<b>63</b>	
2.3 Management				
Department	Name	Title	Education	Year(s) in Current Company
	Mr. Frank Wang	GM	University graduate	3.5
	Confidential	Vice GM	Junior college graduate	3.5
Finance	Confidential	Manager	Junior college graduate	3.5
Sales	Ms. Amily Wang	Manager	University graduate	3.5
Office	Confidential	Manager	Senior high school graduate	1
Purchasing	Mr. Hui Gao	Manager	Junior college graduate	3.5

R&D	Confidential	Confidential	Confidential	Confidential
QC	Confidential	Confidential	Confidential	Confidential
Production	Confidential	Confidential	Confidential	Confidential

### Section 3: Production Capacity

Production Capacity					
<b>3.1 Annual Production Capacity (Previous Year)</b>					
Sales Value: USD 6,000,000, Gross Weight: 300 Tons					
<b>3.2 Production Capacity</b>					
Product Name	Production Line Capacity	Actual Units Produced (Previous Year)			
Magnetic Assembly	800 Tons	300 Tons			
<b>3.3 Production Machinery</b>					
Machine Name	Brand & Model No.	Quantity	Number of Year(s) Used	Condition	
Vacuum filling gas packer	DIQ400/2D	1	3	Acceptable	
Semi-automatic strapping machine	No information	1	1	Acceptable	
Tabletop grinder	3220	1	2.5	Acceptable	
Tabletop drilling machine	3Q4116 and Z2512-2	2	3.5	Acceptable	
Magnetizing machine	KCJ-3030	1	4	Acceptable	
Magnetizing head	KCT100-1503,	1	3	Acceptable	
Plane 2 polarity magnetizing head	P2J-60-60-1S and P2J90-90-1SQ	2	1.5	Acceptable	
Water cooled magnetizing head	P8J-D30-1S	1	0.5	Acceptable	
Laser welder	YJ006-400 and YJ007-400	2	3.5	Acceptable	
Instrument lathe	CO-2	1	12	Acceptable	
Electric heat sirocco-blasting uniform temperature drying trunk	SC101-3A	1	2.5	Acceptable	
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Plastic injection moulding machine	LOG130-A8 and HXF246-W5	2	2	Acceptable
Sandblasting machine	YYB012	1	2	Acceptable
Air compressor	ET-90	1	2	Acceptable
Body fitted packer	TB390	1	3.5	Acceptable

### 3.4 Testing Machinery

Machine Name	Brand & Model No.	Quantity	Number of Year(s) Used	Condition
Digital gaussmeter	Y61021	1	3.5	Acceptable
Tensiometer	2808034438	1	3.5	Acceptable
Digital fluxmeter	P70328	1	3.5	Acceptable
Dial indicator vernier caliper	3-5060814 and GG306424	2	3.5	Acceptable
Digital indicator vernier caliper	4102401	1	3.5	Acceptable
Depth vernier caliper	5041341	1	3.5	Acceptable
Tube micrometers	T977	1	3.5	Acceptable
Outside diameter micrometer	M265	1	3.5	Acceptable
Dial indicator	5332	1	3.5	Acceptable
Universal vernier angle protractor	4-8080815	1	3.5	Acceptable

### 3.5 Subcontractors (client requests hiding the part / client agrees not to hide the part)

Subcontractor Name	Product Subcontracted	Volume Supplied	Cooperation Period (Years)
Ningbo Chuangye Fuxing Plating Company	Plating	100%	3.5 years

## Section 4: Quality Assurance

Quality Management System and Product Certification				
4.1 Quality Management System Certification				
Certification	Certified By	Certificate No.	Business Scope	Expiry Date
ISO9001:2000	SGS with UKAS Logo	CN08/20026	Design and assembly of permanent magnetic products for magnetic filter & separator, magnetic toys, magnetic sensors, speakers and motors	7 Jan. 2008 – 15 Nov. 2010
4.2 Product Certification				
Certification	Certified By	Certificate No.	Product Name & Model No.	Expiry Date
N/A	N/A	N/A	N/A	N/A
4.3 Quality Control Management				
	Content	Observations /Comments		
4.3.1	Is there quality control on all production lines?	<input checked="" type="checkbox"/> Yes, all production lines have adequate quality control <input type="checkbox"/> Yes, some production lines have adequate quality control <input type="checkbox"/> No		
4.3.2	Do the QA/QC inspectors work independently from the production line?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
4.3.3	Who does the QC/QA Manager /Supervisor report to?	Vice-GM		
4.3.4	How many QA/QC inspectors in total?	3		
No. of Employees in Each Production Line:				
Production Line	Supervisor	No. of Operators	No. of In-line QC/QA	
Assembly	3	29	3	
4.4 Supplier Management				

	Content	Observations /Comments
4.4.1	Does the company have an supplier assessment procedure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4.4.2	Does the company have an updated list of approved suppliers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4.4.3	Does the company establish and implement a standard procedure for purchasing contract review and approval?	<input checked="" type="checkbox"/> Yes, with written standard procedures <input type="checkbox"/> Yes, with written procedure but lack of consistent standard <input type="checkbox"/> No
4.4.4	Does the company keep its Supplier Assessment Reports?	<input type="checkbox"/> Yes, Assessment Reports are available for more than 3 years <input checked="" type="checkbox"/> Yes, Assessment Reports are available for the last 1-3 years <input type="checkbox"/> Yes, Assessment Reports are available for the previous 12 months <input type="checkbox"/> No
4.4.5	Are the company's purchasing documents sufficient to ensure product safety control and their customers' requirements?	<input checked="" type="checkbox"/> Yes, the purchasing document includes all the information required <input type="checkbox"/> Yes, however the purchasing document includes incomplete information <input type="checkbox"/> No
4.4.6	Is there a procedure to conduct random product inspections after final packaging?	<input checked="" type="checkbox"/> Yes, with clear standard and written inspection records <input type="checkbox"/> Yes, with inspection records but no procedures <input type="checkbox"/> Yes, with procedures but no inspection records <input type="checkbox"/> No, inspections are not necessary

#### 4.5 After Sales Service

	Content	Observations /Comments
4.5.1	Is customer feedback, including complaints, clearly recorded and maintained?	<input checked="" type="checkbox"/> Yes, with a standard feedback form and records <input type="checkbox"/> Yes, with a standard feedback form but no records <input type="checkbox"/> Yes, with records but no standard feedback form <input type="checkbox"/> No
4.5.2	Are there any clear procedures for handling customer complaints?	<input checked="" type="checkbox"/> Yes, with clear procedures and written records <input type="checkbox"/> Yes, with clear procedures but no written records <input type="checkbox"/> Yes, with written records but no clear procedures <input type="checkbox"/> No
4.5.3	Is there a closed-loop corrective action system in place?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4.5.4	Can finished/packaged products be traced by lot identification to the appropriate raw material test reports?	<input type="checkbox"/> Yes, with procedures to trace raw materials <input checked="" type="checkbox"/> Yes, main raw material can be traced <input type="checkbox"/> No, only the production date can be traced <input type="checkbox"/> No
4.5.5	Is there a product alert and recall procedure?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## Section 5: Production Process Management

Section 5: Quality Control Management			
	Content	Observations /Comments	
5.1	Is the factory tidy and clean enough for production?	<input type="checkbox"/> Yes, very good <input checked="" type="checkbox"/> Yes, acceptable <input type="checkbox"/> No, needs improvement <input type="checkbox"/> No, very poor	
5.2	Are the following items /documents provided at the appropriate location?	<input checked="" type="checkbox"/> Work Instructions <input type="checkbox"/> Approved sample <input checked="" type="checkbox"/> Product picture <input type="checkbox"/> No the above-mentioned was not available.	
5.3	Are written instructions available for onsite material inspection/testing? Are the relevant records maintained?	<input checked="" type="checkbox"/> Yes, with clear written instructions and records <input type="checkbox"/> Yes, with written instructions but no records <input type="checkbox"/> Yes, with records but no written instructions <input type="checkbox"/> No	
5.4	Are written inspection/testing instructions available for finished products? Are the relevant records maintained?	<input checked="" type="checkbox"/> Yes, with clear written instructions and records <input type="checkbox"/> Yes, with written instructions but no records <input type="checkbox"/> Yes, with records but no written instructions <input type="checkbox"/> No	
5.5	How are finished products inspected?	<input checked="" type="checkbox"/> 100% of products with detailed inspection <input checked="" type="checkbox"/> Random inspection <input type="checkbox"/> No inspection	
5.6	Are units that failed inspection clearly marked and separated to prevent accidental dispatch?	<input checked="" type="checkbox"/> Yes, the units are separated and marked clearly <input type="checkbox"/> Yes, the units are separated but not marked clearly <input type="checkbox"/> No	
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5.7	How are finished products that failed inspection handled?	<input checked="" type="checkbox"/> Repaired and re-inspected <input checked="" type="checkbox"/> Thrown away <input type="checkbox"/> No inspection necessary
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## Section 6: R & D Capacity

R&D Capacity			
6.1 Current Situation			
There is/are <u>  3  </u> R&D Engineer(s) in the company.			
Education Level	Headcount	Work Experience	Headcount
Doctorate	0	Over 30 Years	0
Post-Graduate	0	21-30 Years	0
Graduate	1	11-20 Years	0
Junior College	2	6-10 Years	3
Technical School	0	2-5 Years	0
High School	0	Less than 2 years	0
List of successful project(s) (Example: Patented products):		N/A	
Does the company have its own brand?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, please specify:		Newland	
Does the company provide ODM service for others?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Are there relevant design input/output, review, and verification documents available for the assessment company?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Based on inspection, are R & D employees equipped with adequate specialized equipment?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, please list all key equipment used:			









Do R & D employees use any specific software for designing new products?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please list the main software used:	CAD, Pro-E, Solidworks
Please list all certifications and/or qualifications of the R & D department:	N/A

## Section 7: Company Development / Expansion Plans

Company Development / Expansion Plans		
	Company Development Action	Timeframe
1	To develop wind power machine	1 year
2	To focus on Europe and America market	Long term
3	To build offices in America and Germany	1 year

## Section 8: Production Flow

Production Flow					
No	Production Process	No	Production Process	No	Production Process
1	 Magnetizing	2	 Assembly	3	 Packing 1
4	 Packing 2	5	 Storage	6	 Transiting
7		8		9	

## Section 9: Certification & Photos

Certification	
<b>Certification &amp; Photos -- Business License (Original)</b>	<b>Certification &amp; Photos -- Business License (Duplicate) with Certificate / Records of Annual Inspection</b>
 <p>The image shows the original Chinese Business License (营业执照) for 'Shanghai Zhongyuan Chemical Co., Ltd.' (上海中原化学集团有限公司). It includes the company name, address, registered capital, and business scope. The license is stamped with the official seal of the State Administration for Market Regulation.</p>	 <p>This image shows a duplicate of the business license along with records of annual inspections. It includes the same company information as the original license, plus a section for annual inspection records with dates and stamps.</p>
<b>Certification &amp; Photos -- Tax Registration Certificate</b>	<b>Certification &amp; Photos -- Permit for Opening Bank Account</b>
 <p>The image shows the Tax Registration Certificate (税务登记证) for the company. It contains the company's name, address, and tax registration details. It is stamped with the official seal of the tax authority.</p>	 <p>This image shows the Permit for Opening Bank Account (开户许可证). It is issued by the State Administration for Foreign Exchange and allows the company to open a basic bank deposit account. It includes the company name, address, and the name of the authorized person.</p>
<b>Certification &amp; Photos -- Organization Code Certificate</b>	<b>Certification &amp; Photos -- Foreign investment certificate</b>



Certification & Photos – Best Supplier Award



Certification & Photos – ISO9001:2000



Section 10: Company and Product Samples

Company and Product Samples	
Company Gate	Office



Workshop



Workshop



Product Sample – Hook



Product Sample – Hook



Product Sample – Rotor Parts



Product Sample – Rotor Parts



**Product Sample - Speaker**



**Product Sample – Speaker Parts**



**Product Sample – Transducer Parts**



**Product Sample – Magnetic Rod**



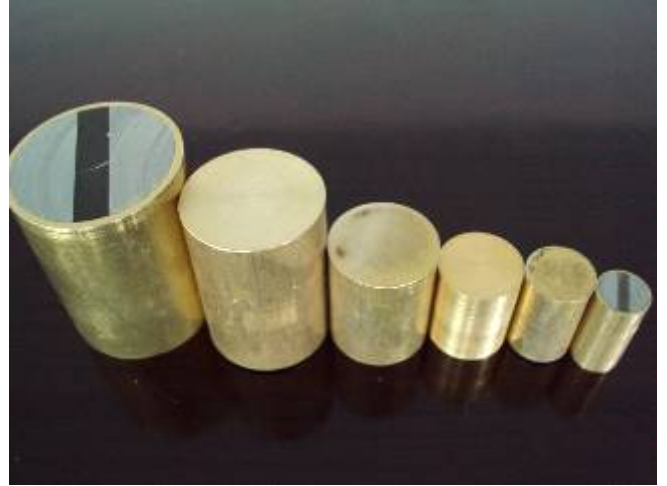
**Product Sample – Alnico Parts**



**Product Sample – Alnico Unit**



Product Sample – NDFEB



Product Sample – NDFEB



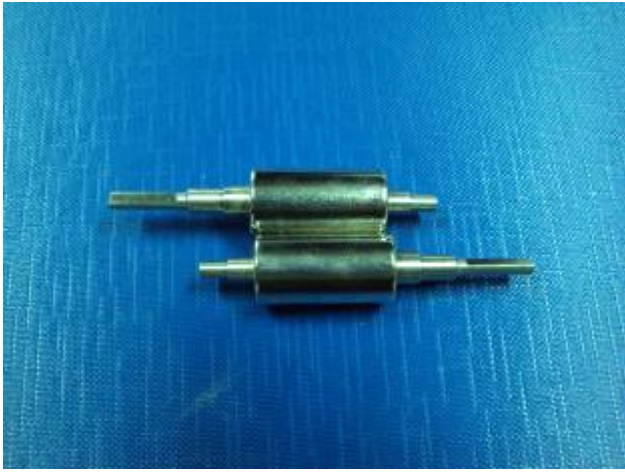
Product Sample – Sintered Ferrite



Product Sample – Sucker



Product Sample – Rotor



Product Sample – Injection Ferrite



-- End of Report --