

Dear Amazon Seller Performance Team,

Thank you for bringing this to our attention. We take product quality and customer satisfaction very seriously. Please find below our Plan of Action (POA) in response to the customer complaints regarding ASIN B0BPRTJ4XY:

-- The root cause(s) that led to the complaints about the condition of our items.

Upon receiving your email, we learnt that the buyer's complaint was about the product's unsatisfactory cutting ability. Based on your tips, we carefully analysed and studied the communication, comments, feedback and buyer's voice sent by the buyer in order to better understand the complaint. We have sorted and categorised the negative feedback from buyers about the product. The first time we tell you the specifics of the buyer's heart we receive such feedback:

1. CUTS ONLY VERY FINE THICK PAPER
2. Cuts everything crooked and leaves some stitches uncut.
3. Doesn't cut as well as we thought it did
4. It does not cut properly on the velvet clinging to the fabric

Reason1.Material Suitability and Fabric Behavior

The electric cutter is designed for a wide range of materials including fabric, leather, felt, and thick paper. However, velvet and other clingy or stretchy fabrics tend to shift during cutting, which requires stabilization or proper cutting angle. Customers unfamiliar with these material behaviors may experience uneven or incomplete cuts.

Reason2. Incorrect Cutting Angle or Pressure

Some users may not apply consistent pressure or hold the cutter at the optimal angle, especially when cutting thicker or multi-layered materials. This may lead to "crooked" cuts or missed stitches.

Reason3. Exceeding the Cutting Thickness Limit

Our product is optimized for materials within a certain thickness (up to approx. 5–6 mm). If users try to cut through very thick or compressed layers, or stack multiple layers without stabilization, the results may vary.

Reason4. Unawareness of Blade Maintenance

In some cases, customers may not realize that the cutting blade requires occasional cleaning and maintenance, especially after heavy use. A dull or jammed blade can lead to poor cutting performance.

--The actions we have taken to resolve the complaints about the condition of our items

A. User Manual Updated

We have revised and enhanced the user manual based on customer feedback to provide more detailed operational guidance and troubleshooting support. The updated manual now includes:

1. Fabric-Specific Usage Tips:

Guidance for cutting delicate or stretchy materials such as thin fabrics.

Keep thin materials, such as fabric, under tension while cutting to prevent shifting or bunching.

2. Cutting Technique Recommendations:

Instructions on the ideal cutting angle and consistent hand pressure to achieve clean, straight cuts on various materials.

3. Blade Maintenance Instructions:

Always keep the area around the blade guard clean.

Remove dust, threads, or fabric debris by blowing them out with compressed air or using a soft brush to ensure optimal performance.

B. Instructional Video Uploaded

In addition to the manual, we have created and uploaded an instructional video through the "Manage Videos" section in Seller Central. The video visually demonstrates:

Proper operation technique

How to cut different materials

This visual aid will help customers better understand how to operate the electric cutter correctly and safely, reducing the likelihood of user-related complaints. "Another video demonstrating the cutting of different materials is still under review. This is the video link showing the correct operation: https://www.amazon.it/vdp/14a56ffc39f846b7b327b5146a9f8e44?ref=dp_vse_ibvc0

C. Enhanced Listing Content for Customer Clarity

We updated the product detail page (title, bullets, and description) to include clearer usage instructions, material compatibility notes, and cutting techniques. This ensures customers understand the product's intended use before purchase.

--The steps we have taken to prevent future complaints about our items

A. Quarterly Review of Customer Feedback

Our support and product teams now conduct quarterly reviews of customer comments and "Buyer Voice" reports to detect early trends in negative feedback and take proactive action before issues escalate.

B. Pre-Shipment Functionality Checks

Before dispatching inventory to Amazon fulfillment centers, we perform random sample inspections that include cutting tests on both thin and thick materials. Any units showing suboptimal performance are flagged and excluded.

C. Blade Quality Monitoring

We now work closely with our manufacturing partner to maintain strict quality control over blade sharpness and balance. Any changes in blade materials or design will go through internal

performance validation before implementation.

D. Customer Support Improvement

We have trained our customer service team to respond to technical inquiries with specific troubleshooting instructions, and where applicable, send customers the updated manual or video links directly. This ensures that buyers can resolve minor usage issues quickly without resorting to returns or negative feedback.

We take customer satisfaction very seriously and are fully committed to maintaining high product quality and excellent service. We sincerely apologize for any inconvenience caused to customers and appreciate Amazon's support in helping us improve our processes. With the corrective and preventive measures detailed above, we are confident that similar issues will be avoided in the future.

Please let us know if any further information or documentation is required — we are happy to cooperate and make additional improvements where necessary.

Thank you for your time and consideration.

Sincerely,

VLOXO

ASIN: B0BPRTJ4XY