

What is Quality?

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GREETINGS ARIIX FAMILY,

As we enter the New Year, we'd like to focus on the Core Principles of ARIIX Quality. As you probably learned from the wonderful video highlighting ARIIX Quality that our superb Marketing group developed, these Core Principles are:

- *The Discipline of Quality*
- *Sound Science*
- *Formulation, Sourcing and Manufacturing for Quality*
- *The ARIIX Seal of Approval*

We'll spend a few issues of this Journal focusing on each of these four Principles.

WHAT IS QUALITY?

The English word "quality" comes to us from the Latin word *qualis*, meaning "what type" or "that type," used to describe the attributes of something (i.e., what is it like?), and then became generalized to convey overall goodness, both in people and things.

In the production of goods, the principles of quality were considered trade secrets for centuries and became a competitive edge for those craftsmen who understood how to make a "quality" product. Since the Industrial Revolution, understanding the principles of Quality in manufacturing became a requirement for companies to succeed, as those who did not embrace these principles and the philosophy behind them found themselves out-competed by companies who did. It was during this time that the systematic approach to understanding the principles of Quality in manufacturing was established.

Quality as an academic and professional discipline is relatively young, having become popular during the Twentieth Century due to the efforts of experts such as W. Edwards Deming and others who expanded the concepts of Quality and Process Control in manufacturing and taught them all over the world. Because of these experts, there are literally hundreds of books written on the subject.

In summary, the Discipline of Quality is made up of many aspects, including:

Standards — these include:

- Specifications
- Measurements
- Methods
- Equipment
- Processes
- Records of all of the above

Product Quality can be defined as the combination of the following manufacturer and consumer variables (and the questions they answer):

Manufacturer

- Product purpose/intended use (What kind of product is it? What is the product for?)
- Product specifications (What's the product like?)
- Actual product attributes (How well does the product meet the manufacturer's specifications?)
- Consistency in meeting manufacturer's specifications (How often can the manufacturer meet specifications?)

Consumer

- Consumer expectations (What does the consumer want/need?)
- How well the product meets consumer expectations (Does this product meet their wants or needs?)
- The degree of consistency of product meeting consumer expectations (How often does the product meet consumer wants/needs?)