



The Ultimate Guide to: **Private Label Cleanroom Supplies**

Tips for Success



The Benefits of a Private Label Strategy for Cleanroom Distributors

White label or “private label products” offer a variety of benefits to distributors and resellers. Perhaps the biggest draw is the ability to offer products under an exclusive brand without the large financial investment of labor, machinery, and space needed to produce the product.

If you're in the business of providing solutions to companies that use a cleanroom, it's time to consider a private label strategy. Private label strategy is when one company manufactures a product and another company sells it under their name or brand. The retailer has the ability to customize the design, the packaging, and the marketing of the product.

The retailer uses customization to build a strong relationship with the customer and the product. If you're still not sold on using private labels for your products, continue reading for several advantages of private labeling cleanroom supplies.

Private Label Checklist

- Conduct market / online research to see what the competition is doing
- Request a label template for the specific product you plan to private label
- Write down the information that you need on the label, exactly how you would like it to appear on the label
- Consult with your designer or hire a graphic designer to create your label(s)
- Gather barcodes and/or QR codes, if needed

Benefit #1: Branding is Exclusive

As we mentioned before, white labeling your products means full customization. Because your private label products are only for you, they are unique to you and your business. You can market and design them as you see fit. Having a unique label means that your product does not compete with any national brands.

Your products target customers loyal to your company and brand. Because these customers are already loyal to you, they will have confidence in buying your product. If you can advertise and market this product well, you will build customer loyalty to your brand.

Essentially, you'll have complete control over pricing, sales, distribution, and more.

Keys to successful branding:

- Establish a consistent look and feel
- Use a professional graphic designer to create attractive and effective designs
- Develop a unique brand that stands out
- Make sure the presentation is clean and easy to read



Benefit #2: Operate as a Wholesaler

Because privately labeled products are unique to your company, you can operate as a wholesaler. You have the ability to control access to your products to other retailers – and potentially even offer your products for resale. By doing so, you'll put your product on more shelves and further build your brand while generating more income from these other retailers.

Benefit #3: Higher Profit Margins

Since these products come directly from the manufacturer to you, the cost is much lower. Because you have complete control over the pricing, you also have control over the margin and the turnover. This gives you more flexibility when setting a price point.

If you put in the time and effort to market the product, you can sell it for higher prices.



Benefit #4: Deal Directly with Supplier

Dealing directly with the supplier means faster results. With private labeling, you're able to contact your sources and suppliers directly. This allows you to take the marketing trends, customer feedback, and other types of feedback and send them to your supplier and sources for quick updates.

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Benefit #5: Customer Loyalty

Private label branding is a great way to build loyalty from customers who use your products. Customer retention is a key to building a successful business. Putting out a high-quality product with your brand on it means reaching and engaging with a large base of target customers.

If you sell a great private label product and focus on marketing and customer service, your clients will only want to buy from you.



Final Thoughts

There are a few things that determine whether or not a product label is successful. First, the label should be professionally designed and attractive. It needs to stand out from the competition. While your product may not be on the shelves of a retail store, it will likely be displayed next to competing products online so it needs to stand out. Keep it clean and not over cluttered. Sometimes less is more in the design world. Bright colors that pop against the background tend to be the more effective. Additionally, be sure to include barcodes or QR codes and any contact information. Make important information such as the item number clear and visible.

When thinking about your clients with cleanrooms, consider implementing the private label strategy. You have full customization over the labeling of the product, and you'll use this to target your customers and what they like. Here at High-Tech Conversions, we provide custom cleanroom products and packaging, label design and printing, and drop shipping.

Ready to Get Started?

HOW IT WORKS

- Work with a sales representative to determine the products you would like to private label
- A Purchase order is required for the minimum order quantity per item, prior to production. Minimums are subject to 10% overrun.
- Work with your sales rep and our marketing department on your labels. We will provide label templates for each item. Artwork creation services are available for an additional fee (\$75/hr).

Graphic Requirements / Printing Capabilities

Printing Capabilities:

- Full Color CMYK - Pigment ink provides moisture, chemical, and UV fade resistance
- Certified BS5609 Labels for hazardous substance transportation compliance
- Label Materials - Synthetic Polyester & Polypropylene, Paper

Graphic Requirements:

- Your sales rep will email you specific label templates for each product.
- The following file types are preferred: .ai, .eps, .pdf., low resolution artwork will not be accepted.
- No bleed required