

Checklist

Private Label

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Points to be evaluated when defining your project.

Product

- ◇ Philosophy: conventional, organic, Fair-Trade, dietetic, functional, ...
- ◇ Markets: US, Canada, England, Australia, ...
- ◇ Destination: retail, specialty shops, industry, catering, ...
- ◇ Product typ: solid bars, solid bars with inclusions (hazelnuts etc.), filled bars, ...
- ◇ Format: from 4.5g - 220g
- ◇ Assortment: dark, milk, white, ...
- ◇ Ingredients: hazelnuts, cereal crunch, fruit pieces, ...
- ◇ Flavors: coffee, raspberry, caramel, ...
- ◇ Nutritional requirements: vegan, sugar-free, low in calories, ...
- ◇ Specific requirements: single origin, high cocoa percentage, ...
- ◇ Benchmark: existing comparable product on the market
- ◇ Your specific ingredients
- ◇ Special requests
- ◇ Special origins

Packaging

- ◇ Primary: aluminum foil, polypropylene foil, paperbased Flowpack, ...
- ◇ Secondary: wrapper, carton box, ...
- ◇ Boxes at ... bars, shelf ready displays, Multi-packs, ...
- ◇ Outer boxes at ... boxes, ...
- ◇ Technical drawing, die line, ...
- ◇ Artwork: preferably delivered via FTP server
- ◇ Printing colors and specific needs: Pantone colors, gold foils, embossment, ...
- ◇ Languages: English, French, ...
- ◇ Logos: Organic, Fair-Trade, recycling ...
- ◇ Nutrition Facts: US, Canada, ...
- ◇ Bar code: EAN, UPC, ...
- ◇ Special stickers for the logistic: stickers on the boxes or on the displays or on the pallets, ...
- ◇ Pallets: EU-pallets, disposable pallets, US-Pallets, max Pallet height/weight, ...

Pricing:

- ◇ Annual sales forecast per reference
- ◇ Target price
- ◇ INCO terms: Ex-works, DAP, ...
- ◇ Delivery locations: one, more than one, ...
- ◇ Royalties: ...
- ◇ Promotions: how many per year,
- ◇ Analysis: ...
- ◇ Certifications: organic, Fairtrade, other

Quality assurance

- ◇ Are the suppliers quality certificate sufficient and/or accepted?
- ◇ Product certifications: organic, Fairtrade, Kosher, Halal, ...
- ◇ Analysis requirement: what type, test frequency, special laboratory, ...
- ◇ Audits: audit frequency, ...
- ◇ Other quality requirements

Administration

- ◇ Special documents required for the local authorities?
- ◇ Registration?

Timing

- ◇ Launch date?
- ◇ By when should the products be delivered to the warehouse?

Realize your idea:

- ◇ First samples
- ◇ Simple project: 2000.- CHF
- ◇ Complicated project: 4500.- CHF
- ◇ Your own mould:
We gladly discuss your idea to assess the costs for its implementation.
- ◇ If first production takes place within 12 months, 50% of costs are credited.