

## PRIVATE LABEL EXPERIENCE + RESOURCES



### EXPERIENCED CHEMISTS

Our team of experienced chemists work with you to choose one of **thousands of different formulas** to best meet your needs. We can also customize formulas!



### REGULATORY DEPARTMENT

Our regulatory team assures your products **comply with state and federal laws** for GHS, EPA, FDA and retail labels.



### GRAPHIC ARTS DEPARTMENT

Our creative graphic arts department **brings your private label product to visual life** with your branding.

**For nearly 40 years, QuestSpecialty has been delivering quality private label products to our customers. We provide the TOTAL PACKAGE for securing your private label program.**

### LOW 24-CASE MINIMUM!

How low can we go? VERY LOW! **Private label any of our 400+ aerosols** at a minimum of just 24 cases (288 cans). Similar low minimums are available on our other packaging.

**YES. YOU. CAN.**  
HAVE YOUR OWN BRAND!



### AEROSOL CAN OPTIONS

Choose the traditional **3-piece aerosol can** or a **2-piece DS can**.

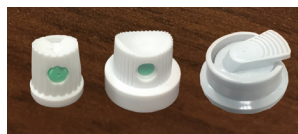
DS cans have no seams to interrupt the can's surface aesthetics. They are corrosion resistant and lighter than 3-piece.



### NOZZLE/TIP OPTIONS

Top your aerosol product with a choice of three nozzles:

- Smaller, more conventional nozzles
- Wider finger-press for better user comfort
- Two-way for dual-use: manual spray or for fogging action.



### LIQUID OPTIONS

Liquid formulations are available in various sizes: 8 oz. bottles, pint bottles, quart bottles, 1 gallon jugs, 5 and 6 gallon pails and 55 gallon drums.



**AIR FRESHENERS • BACTERIA PRODUCTS • COIL CLEANERS • DISINFECTANTS  
CLEANERS (including EPA Safer Choice), NSF APPROVED PRODUCTS • DEGREASERS • DEODORANTS  
INSECTICIDES (including Minimal Risk/EPA 25(b) exempt) • LUBRICANTS/GREASES • POLISHES**

# IS THIS THE YEAR FOR PRIVATE LABELING?

Amazon does it. Costco does it. Aldi Grocery Chain has built its business model on it. *Should you be doing it?*

Statistics show a **tremendous rise in the acceptance of private label products. Combine this trend with QuestSpecialty's 24-Case Program for short run private labels**, and this could be the best year for creating your own brand.

## INCREASING ACCEPTANCE OF PRIVATE LABEL

According to Coresight Research, private-label consumer products increased four-fold in just THREE YEARS.



The COVID-19 pandemic brought opportunities for consumers to try more private label products. From March-July, 2020, Nielsen reported **private-brand sales grew an astonishing 29%, outpacing well-known brands by 5%**. Research firm AlixPartners found at least 30% of those who tried new private label products during the pandemic planned to stick with them.

**Two-thirds of those choosing private label products did so to obtain a better value, not just cheaper price**, according to a 2019 survey conducted by PLMA (Private Label Manufacturers Association).

Acceptance of private label is seen in all age categories, however Millennials seem to be leading the way. According to Information Resources Inc., the increase in private label purchases of those born between 1981 and 1996 **increased 10% in just one year (2018-2019)**. Additionally, where they shop is influenced by the store brands carried in that store. Although these statistics are drawn from consumer behavior, just look at the example of e-commerce. Consumers first embraced buying online and, after time, e-commerce eventually became essential in distribution sales.

## EXCLUSIVITY AND CUSTOMER LOYALTY

Just as Trader Joes, Target and other retailers have built customer loyalty with private label products, distributors of commercial and industrial product can do the same. **Customers try your label, like the product, and know they can only purchase it from you.**

## INCREASED MARGINS

Vendors spend money to promote and sell their branded products, Since you are private-labeling, the cost basis for making your product is lower as no dollars are being spent by the manufacturer to market and promote the brand. Thus, **you reap more profit while building your own brand.**

## CUSTOM FORMULATIONS

QuestSpecialty has created customized formulations for many of our private label customers. Got an idea for something distinctive? Let us help you create it!

