

## 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 OSHA/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 over 40 years, QuestSpecialty has been delivering quality private label products to our customers. From short runs to long, 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

[www.QuestSpecialty.com](http://www.QuestSpecialty.com)

P.O. Box 624 | Brenham, TX 77834 | 800.231.0454 | [info@QuestSpecialty.com](mailto:info@QuestSpecialty.com)

# 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 private label capabilities and this could be the best year for creating or expanding your own brand.

## PRIVATE LABEL IS POPULAR WITH B2B

In a survey of B2B procurement leaders conducted by McKinsey in the last quarter of 2023, **92% expected to purchase private-label or distributor-branded products in 2024**.

Looking forward, the **respondents expected to increase their private-label purchases by about 21 percent in the next one to three years**.

About 80% of those surveyed bought private-label because they found the quality was equal to that of a brand name for less cost. Attracted by a lower cost was the reason that 76% opted for the private-label product without stipulating quality.

Retailers are attracted to private label as they have experienced the growing consumer popularity of choosing store-brand products.



**92%**  
of B2B BUYERS WILL  
PURCHASE PRIVATE LABEL

PRODUCT SECTOR	PRIVATE LABEL SHARE OF SECTOR
OFFICE	38.7%
HOME & GARDEN	32.5%
TOOLS & HOME IMPROVEMENT	29.0%
HOUSEHOLD	26.7%

According to Private Label Manufacturer's Association (PLMA) 2024 Private Label Report, store brand dollar sales grew 4.7% year-over-year for a total of \$236.3 billion (a \$10.1 billion sales increase).

In the 12 month period ending June 30, 2024, **private label products accounted for nearly a quarter of unit volume (24%) across ten major product sectors**. Topping those product sectors were private label **office products (38.7% share of sector)**; **home & garden (32.5%)**; **tools & home improvement (29%)** and **household (26.7%)\***.

**Additionally, 44% of US consumers surveyed in January 2024 by Bazaarvoice noted they have permanently switched some of their products to private label brands.**

## 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!