

Private label brands are those offered by retailers. There are various advantages for the retailers to go for private label brands. The advantages include:

- Control over pricing of the product
- Put forth own ideas on marketing plans
- Create personalized image which in turn leads to higher customer loyalty
- Higher control on production, marketing, distribution and profits
- Give their own inputs, additional materials, logos, tag lines, etc.
- Customer's changing preference - drive towards private label products

Here is how it works

Countertop and Undersink Product labels

- No fee for labels setup. All is required is the graphic art work ready for printing.
- H₂O will get you in contact with our local label manufacturer in order for you to discuss your options and prices
- Labels have to be purchased and drop shipped to H₂O International in Deerfield Beach, Florida USA
- Minimum suggested quantity for label runs is 500



Shower Filter Heads Product labels

- Shower Filter Items packaging requires inserts. The cost of each insert is \$.40 for the small shower filter head (single spray pattern) and \$.50 for the larger size shower filter head (5 spray pattern)
- Shower Filter inserts minimum run is 2,500 of each
- One time insert setup fee of \$375.00 per insert
- Minimum order qty. for Private Label Items is 512 of each type of shower filter
- Lead time is 60 days from receipt of 50% deposit. Balance due prior to shipping from Deerfield Beach, Florida USA

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