

PRIVATE LABELING VS. CO-PACKING

for the Nutrition Bar Industry

Although both services result in a finished product, co-packing and private labeling are two distinctly different solutions for brands looking for a third party manufacturer to help produce their healthy snack bars. The major differences are in formula ownership, processes of production, and service pricing.

Private Labeling

WHAT IT IS:



Our Product **Your** Label

Private labeling is a process in which a manufacturer creates a product of its own formulation, and then packages it under the customer's private label.

BEST FOR:

This service is best suited for brands that do not currently have a formula for their product, or are looking to add new products to their existing line.

ASPECTS INCLUDED:

- ✓ A formula is developed by the manufacturer exclusively for the customer
- ✓ An existing formula is adjusted to suit the customer's needs
- ✓ Ingredients are sourced and procured by the manufacturer
- ✓ The manufacturer retains ownership of the formula

Co-Packing



Your Product **Your** Label

When a brand uses a co-packing service, the manufacturer produces the customer's proprietary formula under a contractual agreement, and then packages it under the customer's label.

This service is best suited for brands that already have a formula for their product.

- ✓ The customer retains all rights to and ownership of the proprietary formula
- ✓ The customer is responsible for sourcing some or all of the ingredients
- ✓ The customer funds the ingredient procurement
- ✓ The manufacturer will charge a co-packing fee to cover their costs

Ready to start the co-packing or private labeling conversation? Clean Copack is ready to help.



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