

private label

custom solutions to bring your idea to life



private label

A private label product is one that is produced by one company but sold and distributed under another company's brand name.

There are many different names given to this arrangement:

- Virtual manufacturing or contract manufacturing
- Own brand labelling ("**OBL**") or white labelling
- Own equipment manufacturing ("**OEM**")

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why choose private label?

Outsourcing production to an experienced manufacturer eliminates the need for costly investments in facilities, staff and other overheads. This efficient model accelerates product development by reducing the reliance on research and development, enabling businesses to quickly adapt to market trends and meet customer demands.

Private label products are typically more cost-effective to produce than purchasing branded alternatives, allowing companies to offer high-quality products at lower prices. This combination of value and affordability makes them especially appealing to cost-conscious consumers while boosting profit margins.

By creating private label products, companies have complete control over branding, pricing and marketing, allowing them to create a distinct market identity. By introducing exclusive products that fill gaps in their offerings or target specific markets, businesses can strengthen customer relationships, build loyalty and drive repeat purchases.

when should my company think to start private labelling?

Launching a successful private label project requires a mature market presence to support the initial investment in packaging, production, marketing, and shipping. A deep understanding of the regional market, including customer preferences and buying patterns, is essential for making strategic decisions about product selection and volume. Companies must carefully assess minimum order quantities and values and forecast how quickly the stock will sell. Since private label ventures may involve purchasing up to a year's worth of inventory at once, companies must also have sufficient warehouse capacity.



why work with Premium Plus?

YOUR TRUSTED PARTNER FOR PRIVATE LABEL

1. LOCAL SUPPORT

Our office in Poland operates within your time zone, providing fast and reliable assistance during your working hours. Our team speaks most European languages, ensuring smooth and effective communication tailored to your needs.

2. SUPERIOR QUALITY PRODUCTS

Unlike many private label options that rely on unknown third-party manufacturers, our products are tried and tested in the professional retail dental market. This ensures consistent quality and reliability that you can trust when selling to your customers.

3. CUSTOMISABLE SOLUTIONS

We offer complete customisation to meet your exact needs. With our in-house mould-making and onsite-packaging production facilities, we can create products in your preferred colours, designs, and specifications.

4. MARKETING SUPPORT PACKAGE

We help turn product launches into successful sales with our marketing support package. Our in-house graphic design team can create tailored marketing materials, including:

- Physical and digital catalogues
- Flyers and promotional materials
- Web banners
- Short promotional videos
- Product renders and photography
- Web descriptions and technical documents

5. EXTENSIVE PRODUCT RANGE

We offer a wide range of popular Class I and IIa private label solutions, including:

- Micro applicators
- Prophy range
- Syringe tips
- Barrier envelopes
- Barrier sleeves
- Fluoride trays
- Impression trays
- Soft Touch Oral Evacuators



6. DEDICATED PRIVATE LABEL TEAM
Our dedicated team at Premium Plus Poland will guide you through every step of the process, ensuring a seamless and stress-free experience. We work pro-actively to deliver your solutions as quickly as possible.

8. SAMPLE PRODUCTS
Launching a new product can be risky. That's why we help provide sample products with your logo, allowing you to build trust and confidence with customers before they commit to a purchase.

7. REGULATORY EXPERTS
Our dedicated regulatory affairs team ensures your products meet all relevant medical device laws and regulations. We navigate the complexities of compliance, so you don't have to!

9. INDUSTRY EXPERTISE
With over 40 years of experience manufacturing high-quality products in China, we understand the market dynamics and can help you identify the most profitable solutions for your business.

53 
customers and growing

190 
private label products

1,676,141
boxes sold since 2021

Premium Plus Brand

If you are unsure of which products will be successful in your market, we recommend starting with our own brand range of products first. Our stock is held in our Polish distribution centre, meaning that it is easy and fast to obtain products at short notice. Our minimum order value is just €500 and our delivery is **1-2 weeks**.



CUSTOMER'S PROBLEM:

I want to purchase a small amount of products from a reliable manufacturer, in order to test the market. The products must be great quality and look good too!

Original Equipment Manufacturer (OEM)

This is when a company commissions us to manufacturer something outside of our current product line. The customer would order products in their own brand with their name stated as the legal manufacturer.

This is when entirely new products are created for the customer. The factory has its own mould making production staff and equipment, who can make any product you can think of!

The production process can take **6-8 months**.

CUSTOMER'S PROBLEM:

I have an innovative idea and design and I need a production partner to manufacture it for me.

type private solution



Types of Label Options



CUSTOMER'S PROBLEM:

I want to build a product range in my own company's brand name and logo, in order to build our profile.

Private Label (PL)

Customer orders products in their own brand with their name stated as the legal manufacturer.

This is the right option if you want to have completely customised packaging or quantity variation, with stronger branding to allow for competitive differentiation and higher profit margins.

This takes **8-12 weeks** to arrive after final packaging and labelling designs are confirmed.

Own Brand Label (OBL)

Customer orders products in their own brand but with Premium Plus stated as the legal manufacturer.

Choose from our standard product packaging types and colours - the only change is the label, which will proudly showcase your brand image.

This is the perfect solution if you want a consistent brand presence without the complexities of regulatory compliance. We handle all regulatory approvals and registrations, so you can focus on growing your business with confidence.

This takes **8-12 weeks** to arrive after final packaging and labelling designs are confirmed.



the path to your new product

step 1:

CONCEPT

We confirm your needs for the project, including:

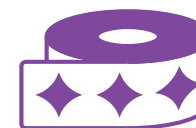
- Products
- Minimum order quantity
- Private Label, OBL or OEM



step 3:

LABELLING

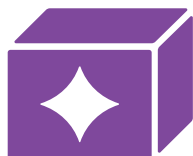
The customer then provides us with information needed to comply with labelling requirements, including symbols, labels & stickers, IFUs, UDI barcodes and lot numbers.



step 2:

PACKAGING DESIGN

Choose the overall look of the product including primary and secondary packaging, colours and branding.



step 4:

REGULATORY COMPLIANCE

We can support you by providing advice and support from our expert regulatory team.



step 5:

PRODUCTION AND QUALITY ASSURANCE

Our factory implements a thorough QA process, ensuring that your products are perfect before dispatch.



step 7:

MARKETING & LAUNCH

Our in-house graphic design team can create a full package of marketing materials (including catalogues & flyers), product descriptions for websites and high quality product photography.



step 6:

LOGISTICS & DISTRIBUTION

We can connect you with our trusted logistics partners to facilitate transportation or alternatively we can coordinate with the carrier of your choice for collection. This includes sea and air freight.



step 8:

SALES SUPPORT

We are passionate about great customer service and have expert trained teams on hand to help resolve any issues. We also have a dedicated product trainer to help train your staff on how to use products.



case studies



we're passionate about success

We work with household-name dental supply companies across Europe, the USA and Australia, helping them succeed with private label projects. Here are just a few of their stories!

I. Expanding a Historic Dental Brand's Range

CHALLENGE

Following the implementation of MDR, this company discovered that many of their own-brand products lacked the required technical documentation. Obtaining the information proved difficult, as some manufacturers either didn't understand the requirements or couldn't achieve compliance in time.

OUR APPROACH

With MDR compliance at the heart of Premium Plus, our experienced regulatory team stepped in to assist.

OUTCOME

We worked with their leadership team to identify profitable products that addressed market gaps and partnered with their regulatory teams to navigate the complex requirements, enabling a compliant and successful product range expansion.



II. Seamlessly Enhancing a Multinational Company's Core Product Line

CHALLENGE

This globally recognised dental company, renowned for its high-quality range, was looking for a new product that would integrate seamlessly into their line-up, of self-manufactured products.

OUR APPROACH

They approached us for our expertise in developing exceptional, high-quality dental products that stand out in the market.

OUTCOME

We collaborated to create a bespoke, colour-matched product perfectly aligned with their branding. The result? A premium addition to their core range, delighting customers and further strengthening their market position.

III. Bringing a Brand-New Veterinary Product to Life

CHALLENGE

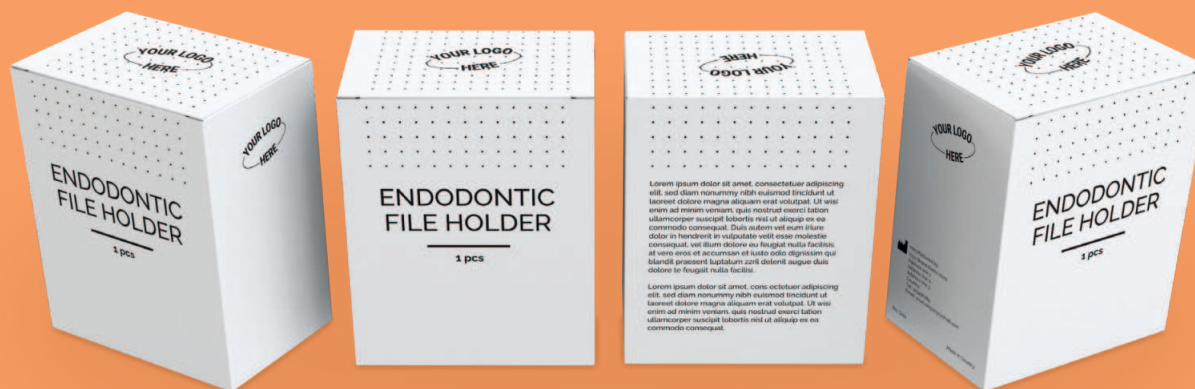
This company identified a gap in the market for a product with no current alternatives.

OUR APPROACH

They came to us with an idea, and we worked together to turn it into a reality.

OUTCOME

We designed a bespoke prototype using a custom mould created in our factory. After incorporating customer feedback, we refined the design until it was perfect, delivering a game-changing product to the market.





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