

# How to Complete A Private Label Request

The process below must be completed before requesting any private label packaging.

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## Product Sample & Request Form

1. Product sample along with the filled out form must be handed to Sourcing Coordinator so that we know what brand and \$ to expect before approving.
2. The Sourcing Coordinator will get product approval. Once approved, she will generate UPC's for you to set up the items.
3. Once sample is approved, a form must be completed. Forms can be found on [ruralkingbrands.com](http://ruralkingbrands.com). The vendor/supplier MUST have a number before submitting the form.
4. Completed forms will only need to be emailed to [privatebrands@ruralking.com](mailto:privatebrands@ruralking.com).

Private label brands should not be used on temporary products (Minimum 3 year term).

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## Artwork & Packaging Creation

After form approval, Sourcing Coordinator will contact the vendor on project to gather information. If new artwork is needed to be created, the design team will need the following information from vendor to start artwork:

- High-res Images
- Warning Labels (if you have them)
- Ingredient List
- If there is a PDQ
- All Dielines
- What is the deadline for final approval of artwork?

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## Designers will review and complete artwork.

Once completed designers will upload to ProofHQ where legal team, buyer, and others will need to mark changes or approve art. Once approved, designers will email artwork files back to Sourcing Coordinator to forward to the vendor.