Plan Your Private Label Product

Define the product, brand and packaging scope. Retain candidate evidence and approval responsibilities. Marking a box does not approve a supplier or product.

☐ 1. Define the product and branding model

State whether you need an existing article with branding or product development to a controlled specification. Identify the required changes, intended use and destination. Keep design rights, authorised brand use and any proposed exclusivity as separate questions rather than assuming they follow from a label.

☐ 2. Find three to five relevant candidates

Use appropriate China sourcing channels to locate candidates whose stated scope can answer the same product brief. Retain the original listing, contact and contracting-entity information. Ask who manufactures, sources, prints and packs the proposed article; a directory entry is not a supplier approval.

☐ 3. Review the product and packaging samples

Request identified product and packaging references with the drawing, artwork and revision they answer. Record deviations, print placement, label content and pack fit, with the person who can approve changes. A sample approval remains a reference for later checks, not proof of every future batch.

☐ 4. Agree product and packaging quantity conditions

Record product, variant, print, label and packaging minimums separately. Ask about existing material, a smaller variant mix or stock packaging where appropriate, then retain the revised scope and tradeoffs. Identify unused packaging, storage and repeat-order obligations instead of assuming a smaller product order removes them.

☐ 5. Arrange checks before the shipment is released

Connect the approved specification, product sample and artwork with the actual inspection and release plan. Identify quantities, label and packing checks, reporting and unresolved findings. Retain the responsible reviewer and final handoff evidence; this checklist does not assess compliance or authorise a shipment.

Keep product, brand artwork, packaging, sample and quantity records connected. Resolve open rights, label and quality questions before approved production or dispatch.

Your Product Responsibility Record

Use actual product and supplier evidence. Record who provides, prepares and approves each part of the product and packaging work.

Product, intended market, required changes and revision

Candidate entity, factory role and original reply references

Authorised brand artwork, design / use rights and reviewer

Packaging files, product / print minimums and unused stock

Sample references, deviations and named approval owner

Inspection scope, open findings and authorised release handoff

Official sources and the limits of this record

Sources checked 19 October 2026; WIPO, CPSC and Shopify refreshed 20 October.

Product model: https://www.shopify.com/blog/private-label

Supplier IP responsibilities: https://www.wipo.int/

Product-specific certification: https://www.cpsc.gov/

ASG packaging scope: https://asgdropship.com/custom/packaging/

This blank record does not establish design ownership, exclusive sales rights, label compliance, supplier capability or market approval. Quantity conditions and production responsibilities require the actual proposal and appropriate review.