

Private Label FAQ

How much does it cost to private label?

AMP charges a one-time \$50 label set up fee per SKU, and a \$25 set up fee for sample size products.

Do I need my own logo?

No, if you do not have a logo our in-house graphic designer can help you create one for a \$75/hr design fee.

What is a SKU and a MOQ?

A SKU denotes one unique/specic product. MOQ stands for minimum order quantity.

Is there an additional cost for labels?

No, our in-house labels are complimentary with your order.

What is the average turn around time to private label?

Once the order is processed and labels are approved, most regular orders ship within 2-3 business days.

Can I purchase products unlabeled, or can I supply my own labels?

Yes, you may request them without labels and print your own. You can also supply your labels to us for your orders (labor charges may apply for supplying your own labels).

Can I provide my own packaging?

Yes, you can. All custom packaging requires approval from us and potentially our manufacturers depending on the product. A sample of the packaging must be sent for approval. Higher MOQ's may apply depending on the product.

What if I need to make changes to my label in the future?

Our designer can make complimentary minor edits such as company info, descriptions, etc. However, major artwork changes will require another \$50 label set up fee.

Will a trial order have my label/brand?

No, all trial orders are sent with our AMP brand labels. Unlabeled blank products can be sent upon request.

How can I see a sample of a product with my label on it?

Press proofs are available. For the product of your choice, we can create one prototype with your artwork/design. In house label press proofs are \$75 (including US shipping). Premium labels and silkscreen press proofs are \$90-\$150. This process typically takes a week for an in house proofs and 3-4 weeks for premium labels and silkscreen proofs.

How long does it take to receive a label proof?

Once you have uploaded your logo and completed the Private Label Questionnaire, proofs typically take 24-48 hrs.

How can I enhance my product's presentation and make it more unique?

Consider upgrading to premium labels, silkscreened packaging, custom packaging, or custom boxes.

Does AMP provide custom marketing materials if I private label with you?

Yes, custom marketing materials such as product fact sheets, rack cards, brochures, protocols, and pop-up banners are available at an additional cost. For orders over \$3,500 we offer certain complimentary marketing materials.

Can AMP also provide photos of my private label products?

Yes, we can take photos in-house upon request. Pricing typically starts at \$50/photo.

When do I pay for my order?

AMP prides itself on efficiency. In order to start the design work and place it into production, payment is processed when the order is placed. Please hold off on placing your order if you are not ready to be charged. AMP does not offer billing or terms under any circumstances.

