

2022 Private Label Program



1. Pick your recipe (16 varieties to choose from)

Healthy Grains - \$0.40 per ounce

Cinnamon Carob (Bursts or Training Treats)
Grr-Nola (Hearts or Training Treats)
Pizza (Circles or Training Treats)
Pumpkin Spice (Bones or Training Treats)

Grain Free - \$0.55 per ounce

Banana Nut (Bones or Training Treats)
Cheese (Wheels or Training Treats)
Liverdoodles (Biscuits or Training Treats)
Pot Pie (Hearts or Training Treats)

2. Select your package type, color, and size – refer to Attachment 1 for images / examples (all packages are stand up pouches with zipper closures and hang tag holes)

	<u>Small</u> 5" wide 7 - 8" tall (4 - 6 oz)	<u>Medium</u> 6" wide 8 - 9" tall (6 - 10 oz)	<u>Large</u> 7" wide 10 - 11" tall (10 - 16 oz)
Packages			
Clear Pouch		1.15	
Clear Front / Color Back	1.10	1.35	1.45
Compostable Pouch		1.45	1.75
Oval Window Pouch	1.15	1.40	1.50

3. Select your label from "Stock" options or create a custom design with our professional graphic design partner. Stock label setup fee: \$50 (up to 3 design revisions).

STOCK LABELS					
Logo Label (front)	Clear	Kraft	Gold	Silver	White
Oval Scallop - 2" x 3"	0.70	0.55	0.70	0.70	0.50
Round Scallop - 2.5" diameter	0.70	0.55	0.70	0.70	0.50
Scalloped Rectangle - 2" x 3"	0.70	0.55	0.70	0.70	0.50
Square - 3" x 3"	0.90	0.65	0.90	0.90	0.55
Ingredient Label (back)	Clear	Kraft	Gold	Silver	White
Arched - 4.75" x 3.5"	0.90	0.75	0.90	0.90	0.55
Oval - 2" x 3.33"	0.70	0.55	0.70	0.70	0.50
Round - 3.5" diameter	0.90	0.75	0.90	0.90	0.55
Square - 4" x 4"	0.90	0.55	0.90	0.90	0.55

Professional custom label design fee: \$150 (up to 6 design revisions).

Professional label print pricing determined by size / shape / complexity / quantity ordered (MOQs).

4. Compute the per unit cost

Product cost: 0.40 or 0.55 per ounce x _____ number of ounces = \$_____

+ Package cost: \$_____

+ Label cost: \$_____ (front) + \$_____ (back)

= Per Unit Cost: \$_____

*For Example: 5 ounces of Pizza Circles in a Small Color Back Pouch with White Oval Labels would cost only \$3.85 per unit.
[(5 oz x 0.40) + 1.10 + 0.25 + 0.25 = 3.85]*

Initial minimum order quantity: 12 units (per recipe / label design). No reorder minimums!

Private Label - Cost Estimate Calculation

SuperZoo Booth 3904



#1 - Pick Your Package	Small 5" wide 7 - 8" tall (4 - 6 oz)	Medium 6" wide 8 - 9" tall (6 - 10 oz)	Large 7" wide 10 - 11" tall (10 - 16 oz)
Clear Pouch	N/A	1.15	N/A
Clear Front / Color Back	1.10	1.35	1.45
Compostable Pouch	N/A	1.45	1.75
Oval Window Pouch	1.15	1.40	1.50

Enter costs below:

#2 - Pick Your Label(s)					
Logo Label (front)	Clear	Kraft	Gold	Silver	White
Oval Scallop - 2" x 3"	0.70	0.55	0.70	0.70	0.50
Round Scallop - 2.5" diameter	0.70	0.55	0.70	0.70	0.50
Scalloped Rectangle - 2" x 3"	0.70	0.55	0.70	0.70	0.50
Square - 3" x 3"	0.90	0.65	0.90	0.90	0.55

Ingredient Label (back)	Clear	Kraft	Gold	Silver	White
Arched - 4.75" x 3.5"	0.90	0.75	0.90	0.90	0.55
Oval - 2" x 3.33"	0.70	0.55	0.70	0.70	0.50
Round - 3.5" diameter	0.90	0.75	0.90	0.90	0.55
Square - 4" x 4"	0.90	0.55	0.90	0.90	0.55

#3 - Pick Your Treats	Healthy Grain Treats: 0.40 / ounce
	Grain Free Treats: 0.55 / ounce

(# oz x cost)

To order: List Flavor(s)	# Ounces	# Units

Your Per Unit Cost:

Retailer: _____

Phone: _____ Email: _____