

Private Label Services

Services to Help You Build Your Brand

The Arizona Cannabis Market

Navigating Arizona's cannabis market demands adaptability in a realm where brand recognition is established, yet true loyalty remains elusive. With over 100 edibles brands in constant flux, the current leaders may face swift changes. Brand loyalty is a precious rarity, given the market's capricious nature, marked by rapid turnover among manufacturers and products.

The abundance of cannabis flower in Arizona presents a dual-edged sword, offering consumers lower prices but challenging profit margins for manufacturers. This over-production fuels unnecessary competition, impacting both the market and consumers. Notably, consumer satisfaction for edibles sits below 25%, as per the Brightfield Consumer Survey 2022, emphasizing the urgent need for enhanced product quality and alignment with consumer preferences.

Amid this dynamic backdrop, Private Labeling emerges as a strategic asset for retailers. It provides them with the opportunity to craft a distinctive brand identity, prioritizing the customer experience to cultivate enduring loyalty. In the ever-shifting cannabis terrain of Arizona, the prevailing mantra is clear: fortify your brand resilience by embracing personalized, customer-centric labeling.

White & Private Labeling

White and Private Labeling provides cannabis businesses with unparalleled brand branding flexibility. For small and large dispensaries alike, White Labeling offers the chance to bring a ready-made, high-quality product to market without the need to invest heavily in manufacturing or research and development.

Private Labeling, on the other hand, allows established businesses to expand their product lines seamlessly, reinforcing brand identity with a diverse range of offerings. Private Labeling further affords the margins needed to effectively play and succeed as a brand in selling to the overall wholesale market.

Halo Infusions Private Label Program

Halo's Private Label program offers a cost-effective model to maximize margins and build brand recognition. With a straightforward COGS plus 20% Cost Model, retailers can access fully customized products tailored to their brand specifications.

Our Private Label program provides a low-risk method for brand identity development with a competitive pricing model. Addressing supply chain concerns, we manage scaling production and distribution, ensuring a painless solution for retailers. Enjoy rapid time-to-market and the opportunity to extend products to wholesale markets with our comprehensive support throughout the process. See our website for more information.

Private Label Services

Halo Infusion’s Private services are designed to assist our Partners in building their products and brands with as little effort as possible. We provide both essential standard services, as well as optional ones listed below.

Services	Definition/Coverage
Product	e.g., Starchless Gummie
Source Material	White Label: RSO or Distillate, Halo- or Partner-supplied
Label Design	Design services to assist Partner in branding their Halo-manufactured product
Packaging (physical)	Partner’s choice. May be similar, the same, or different to Halo product
Production (Manufacturing & Packaging)	End-to-end manufacturing from ingredients & materials to finished product
Labeling & Lot Boxing	Management and application of product and package (Zebra) labels
Quality Control	QC checking at each production state
Testing	Full Panel and finished product sampling and testing management
Market Analysis	Quarterly reporting of Partner product(s) sales, competitors, and competitive position.
Storage	Storage services for ambient, refrigerated or frozen product awaiting distribution
Inventory Management	Inventory control & reporting, FIFO administration
Distribution	Delivery services from Halo Infusions to Partner’s Wholesale customers
Customer Support	Pre- and post-sales support for Wholesale customers and end consumers

	Standard Service
	Optional Service(s)

Build Your Future with *Your Brand*

Industry projections anticipate that White Labeling will soar to \$181.3 billion by 2027, signaling its widespread acceptance. This holistic strategy not only boosts consumer confidence but also expedites time to market, enabling businesses to concentrate on their core strengths. These figures underscore the pivotal role of White and Private Labeling in attaining agility, cost-effectiveness, and enduring success (Source: Grand View Research).

For more information, please email us at customercare@haloinfusions.com, or visit us online at haloinfusions.com/white-and-private-labeling-edibles-in-arizona.