

# White Label & White Label *Plus* Services

## Standard & Optional Services to Help Your Brand Succeed

### The Arizona Cannabis Market

Arizona's cannabis market is a volatile arena where brand recognition exists, but true loyalty is still evolving. With over 100 edibles brands in constant flux, today's leaders may not endure. Brand loyalty is a rare gem due to the market's fickle nature, with rapid turnover among manufacturers and products.

Over-production of cannabis flower in Arizona has its pros and cons, leading to lower prices for consumers and reduced material costs for manufacturers. However, it also tightens profit margins and fosters unnecessary competition, hampering both the market and consumers. Notably, consumer satisfaction for edibles hovers below 25%, according to the Brightfield Consumer Survey 2022. This statistic in particular speaks to the need for greater focus on product quality and consumer preferences.

In this dynamic scenario, private labeling becomes a strategic lever for retailers. It allows them to focus on shaping a unique brand identity, emphasizing the customer experience to foster lasting loyalty. In Arizona's ever-changing cannabis landscape, the key mantra is clear: build your brand resilience through personalized and 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 White & Private Label Programs

Halo Infusions' White Label program empowers retailers to craft their own brand without the complexities of manufacturing and regulations. By leveraging our expertise, retailers can enhance their margins and control the customer experience, all under their brand name.

This program allows rapid time-to-market, with product relabeling to specific specifications within weeks. We handle production, compliance, and distribution, enabling partners to focus solely on brand building. In a market saturated with products, our White Label program lets retailers seamlessly adopt our award-winning products, leveraging our manufacturing prowess to boost revenue and brand recognition.

Halo's Private Label program offers a cost-effective model to maximize margins and build brand recognition. With a straightforward COGS plus a 20% fee, 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.

### White & White Label *Plus* Services

Halo Infusion’s White Label and White Label Plus 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
<b>Product</b>	e.g., Classic Brownie
<b>Source Material</b>	White Label: RSO or Distillate, Halo-supplied White Label <i>Plus</i> : Halo or Partner-provided*
<b>Label Design</b>	Design services to assist Partner in branding their Halo-manufactured product
<b>Packaging</b>	White Label: Identical to Halo product White Label <i>Plus</i> : Partner’s choice of packaging
<b>Production</b> (Manufacturing & Packaging)	End-to-end manufacturing from ingredients & materials to finished product
<b>Labeling &amp; Lot Boxing</b>	Management and application of product and package (Zebra) labels
<b>Quality Control</b>	QC checking at each production state
<b>Testing</b>	Full Panel and finished product sampling and testing management
<b>Storage</b>	Storage services for ambient, refrigerated or frozen product awaiting distribution
<b>Inventory Management</b>	Inventory control & reporting, FIFO administration
<b>Distribution</b>	Delivery services from Halo Infusions to Wholesale customers
<b>Customer Support</b>	Pre- and post-sales support for Wholesale customers and end consumers

	Standard Service
	Optional Service(s)

### Build Your Future with *Your Brand*

According to industry reports, white labeling is projected to reach \$181.3 billion by 2027, indicating its widespread adoption. This comprehensive strategy enhances consumer trust, accelerates time to market, and allows businesses to focus on core competencies. These statistics underscore the indispensable role of white and private labeling in achieving agility, cost-efficiency, and lasting success (Source: Grand View Research).

For more information, please email us at [customercare@haloinfusions.com](mailto:customercare@haloinfusions.com), or visit us online at [www.haloinfusions.com/white&private-labeling-edibles-in-arizona](http://www.haloinfusions.com/white&private-labeling-edibles-in-arizona).