

White & Private Label Engagement

White & Private Label Planning

Embark on a collaborative journey with Halo Infusions through our White and Private Label Engagement process. From the initial discussion to the final product launch, our structured approach ensures a seamless transition from concept to reality. Dive into the details of our nine-step process, including specifications, R&D, production validation, and marketing support. Discover the tailored solutions, standard and optional services, that make your product stand out.

White & Private Label Engagement

White Labeling is the easiest way to bring a successful product to market bearing your brand. Simply select from a list of current Halo Infusions products, define your labeling (and in the case of White Label *Plus*, the packaging), and you're off.

Engagement consists of nine discrete steps designed to bring your branded product to market quickly and effectively. A typical Private Label engagement can take



from 8-20 weeks, largely dependent on product type and how well defined the product is. In some cases, product formulation may already be completed, packaging and labeling solutions have already been selected, or production processes are already in place. White Labeling, on the other hand, can happen in as little as 6-8 weeks.

Step 1: Initial Discussion/Strawman Proposal

The first step in a White Label agreement engagement is to have an initial discussion with the Partner. During this stage, the Partner and Halo Infusions will discuss the Partner's needs and determine if a White or Private Label solution matches their strategic goals.

A strawman (preliminary) proposal outlining the White or Private Label relationship is then developed and shared. It includes initial product specifications including packaging and labeling, defines standard and optional services, and provides a schedule and milestones for product development. If both parties agree to proceed, they will move on to the next step.

Step 2: Specifications & Contract

The second step takes the preliminary requirements and provides a formal proposal outlining the White or Private Label relationship. It includes initial product specifications including packaging and labeling, defines standard and optional services, and provides a schedule and milestones for product development. If both parties agree to proceed, they will then proceed to actual product development or validation..

Step 3: R&D/Product Validation

With the specifications and contract in place, Halo Infusions will move on to research and development of the product. This stage involves developing a prototype and testing it to

ensure it meets the specifications agreed upon in the contract agreement.

If appropriate, Halo Infusions will provide additional optional services to the Partner to develop their packaging and labeling,

Step 4: Tooling (Equipment)

Once the product has been validated, the Halo Infusions will begin setting up the production line by acquiring any necessary equipment, including molds.. This stage involves purchasing, setting up, and testing the equipment to ensure it meets the required specifications for production of the Partner's product.

Step 5: Production Validation

With the production line set up, the next step is to validate the production process. This stage involves producing a small batch of the product and testing it to ensure it meets the required specifications and quality standards.

Step 6: Labeling & Packaging Production

Once the product has been validated, Halo Infusions will move on to label and packaging production. This stage involves producing labels and packaging that will feature the Partner's branding. Labeling and packaging materials are previously defined, approved and in-house before Step 5: Product Validation.

Step 7: Marketing Materials

With the label and packaging production complete, the next step is to create the marketing materials that will support the product launch. This stage involves creating promotional materials, packaging, and advertising materials that will be used to attract customers. Halo Infusions provides White & Private Label customers with the technical details (including ingredients, costs, allergens, etc., as well key content and messaging for their product).

Step 8: Training

Once the product is ready to launch, the Halo Infusions will provide training to the Partner's team to ensure they are knowledgeable about the product and its features. This stage involves training on how to use the product, how to sell it, and how to handle customer inquiries.

Step 9: Launch

The final stage in a White & Private Label Engagement is the launch of the product. At this stage, the product is made available for purchase or use, and the Partner can begin promoting and selling the product under their own branding.

Standard & Optional Services

Our White and Private Label programs include both standard and optional services to get your product to market faster and more efficiently. From creative services to R&D, product validation, storage, and distribution, Halo Infusions can provide a complete, and tailored solution for your Product and brand needs. Please see our [White Label & White Label Plus Services](#), and [Private Label Services](#) flyers for more detail.

For more information, please email us at customercare@haloinfusions.com, or visit us

online at haloinfusions.com/white-and-private-labeling-edibles-in-arizona.

