

Private Label FAQ

Questions	Answers
1. How much does it cost to private label?	AMP charges a one time 50\$ label set up fee per sku, and \$25 set up fee for sample size products.
2. 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 design fee.
3. What is a SKU and a MOQ?	A SKU is each unique/specific product. MOQ stands for minimum order quantity.
4. Is there an additional cost for labels?	No, our in house labels are complimentary with your order.
5. Why is the average turn around time to private label?	Most regular orders ship within 48 hours of label approval.
6. 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).
7. Can I provide my own packaging?	Yes you can. All custom packaging requires approval from AMP and potentially our manufacturers depending on the product. Higher MOQs will apply depending on the product.
8. What if I need to make changes to my label in the future?	Our designer can make complimentary minor edits such as company info, change in directions, etc. However major artwork changes will require another \$50 label set up fee.
9. Will a trial order have my label/brand?	No, all trial orders are in our AMP brand.
10. How can I see a sample of a product with my label/logo 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 \$250. This process typically takes a week for an in house proofs and 3 to 4 weeks for premium labels and silkscreen proofs.
11. How long does it take to receive a label proof?	Once you have uploaded your logo and completed the Private Label Questionnaire, label proofs typically only take 24-48 hours.
12. 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 for your products.
13. Does AMP provide custom marketing materials if I private label with you?	Yes, custom marketing materials such as product factsheets, rack cards, brochures, protocols, and pop up banners are available. For orders over \$3,500 we offer complimentary marketing materials.
14. Can AMP also provide photos of my products with my labels and artwork?	Yes, we can take photos in house upon request. However, these are not professional high quality photos. If you would like professional photos, there will be a separate fee based on the number of shots. Pricing typically starts at \$200/photo.
15. When do I pay for my order?	AMP prides itself on efficiency. In order to start the design work and place it into production, orders must be paid in full. S&H fees are charged separately once the order is packed up and ready to ship. Please hold off on placing your order if you are not ready to be charged. AMP does not offer billing under any circumstances.