WATER TREATMENT
PRIVATE LABEL PROGRAM

Build Your Own Brand!

Welcome to Archway Bio's Private Label Program! We are pleased to have you aboard as we partner in this exciting venture. This checklist provides you with the next steps in building your own branded water treatment offering.

Step 1 - Choose Your Design Option

Product Labels
Choose one

☐ **I want to supply my own design**
- Skip to Step 2.
- Once you've submitted the completed **Archway Bio Private Label Order Form**, we will e-mail you with label templates in your preference of Adobe InDesign or Adobe Illustrator along with our Artwork Requirements Guide. Please note that we cannot accept label designs that are not created to our templates.*

☐ **I want to use one of Archway Bio's pre-made designs***
- Complete the remainder of this form.
- When you submit this completed form and the **Archway Bio Private Label Order Form** to Alysia Forbush, include your color logo and we'll place it onto the design and provide proofs prior to printing.
  See "*Your Logo*" *section for file format preferences.*
  *Pre-made designs are not exclusive. Email **alysia@easypro.com** for our complete listing of pre-made label design options.*

☐ **I want Archway Bio to custom design the labels for me.**
- You must provide your logo and brand guidelines if available. See "*Your Logo*" *section for file format preferences.*
- Once you've submitted the completed spreadsheet, we will create a custom label design that coordinates with your existing branding (logo, website) and provide proofs prior to printing.
- Design charge of $50 per hour will apply. Average time to create a custom design is as follows:
  - First Label: 2-4 hours
  - Additional Labels: 1/2-1 hour each

Times shown above are approximate. First revisions are at no charge. Additional revisions are billed at $50 per hour. **This label design will be exclusive to you.**

Your Logo
Choose one

☐ **I am supplying my own logo**
- Vector format (preferred). Typically vector files have an extension of ai, pdf for eps.
- High-resolution raster (jpeg, gif, tif, png). High-resolution logos should be at least 300dpi and have a file size of at least 1mb.

  Sound confusing? No worries! Just send us all your logo files and we'll sort it out for you and find the file that will render the best printed results.

☐ **I don't have a logo. Please use plain text for my business name on my labels.**

Step 2 - Choose Your Products

☐ Please use the **Archway Bio Private Label Order Form** included.
- Complete the columns in light orange on the right for all products that you intend to include in your product line.
- If you have a specific product name that you'd like to use on the packaging rather than what appears on the order form, enter it in the provided column.
- If you are using one of our pre-made designs, enter the design number in the designated column.
- UPCs are optional. Only include your UPC numbers on the form if you want them to print on your labels.

Scan here for full program details and downloads

www.easypro.com/archway-bio/

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Creating enjoyable waters...naturally.

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Step 3 - Your Company Information

Please print or type the contact information that you would like us to place on your labels. We will place it onto your labels <u>exactly</u> as it is entered here. If you would like us to omit anything, simply leave the line blank.

_____
Company Name

_____
Company Address

_____
Company Phone Number

_____
Company E-mail

_____
Company Website

Almost There!

We hope you have found this checklist useful in creating your branded labels. Please send this completed form and the completed **Archway Bio Private Label Order Form**, along with your logo (if required) to Alysia Forbush at alysia@easypro.com.

Questions?

If you have any questions regarding this form, file types, file sizes or submissions, please call Alysia Forbush at **231-834-7720** or e-mail alysia@easypro.com.

We're looking forward to partnering with you!

* Archway Bio will not be held responsible for content of label designs provided by our customers. This includes spelling and grammatical errors, print quality of low-resolution files and scanability of UPCs/bar codes.

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