

Private Label

YOUR OWN MAKE UP BRAND

Girlee Cosmetics are available to Industry Professionals for Private Labelling at no additional cost and with no minimum order requirements. To make this process easy, follow these simple steps:

Step 1:

Finalise your Logo / Name and Design with your Graphic Artist and / or Local Printer.

- Majority of printers are cost effective and can produce labels without requiring large quantities.
- There is often an Artwork charge that will vary according to the intricacy of your design and the number of colours used.
- A "Plate" is needed for each colour and a die may be required to meet a specific size / outline.
- Each "Plate" required will usually incur an additional cost which are generally a one time charge.
- Artwork charges are typically quoted separately from printing costs which are quoted in 1000 quantity increments.
- Before committing to a printer it is recommended to gather several quotes.
- This will ensure you have a greater understanding of the costs involved and can make an informed decision that best suits you and your brand.

Step 2:

Fill in the Girlee Cosmetics Private Label Registration Form -

- Once your labels have been finalised you can complete the registration form
- Attach your label to the form where indicated and enclose four additional labels.
- Send your completed registration form and labels as requested to the address supplied.
- Once we receive your registration form the products you order will be shipped unlabelled.
- Customise the products with the labels your labels to showcase your Logo / Name / Brand.

Tips for designing your new logo:

- **Simple graphics work best.** (Labels that are too "busy" can be hard to read).
- Consider the shape of your label and how it will look to others (rectangle, square or circle).
- Consider the size of your labels (Remembering that the label area on many products is small);
- 30mm circles work well on most of the products packaging (eg. Eye shadows, Compacts);
- 20mm circles are great for smaller products (eg. Indelible Gel Liner).
- Lastly, consider the background colour of your label and how this will appear on the product;
- Transparent (clear) backgrounds allow the product colour to remain visible however;
- A coloured background may better suit your Logo and Style.



**** Having trouble finding a suitable printer? Please call our Showroom for recommendations.**

www.girleecosmetics.com

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