

# Private Label Programs



***Private label wiring accessories are a great way to develop your brand and create a consistent, cohesive look to your product line.***

Building a brand is one of the most challenging parts of marketing a business. We understand. We've been working for over 35 years to build the JT&T Products brand to symbolize quality wiring products.

If you want to extend your brand into wire and wiring accessories, we can help. We have worked with some of the oldest and most respected brands in the world to create their own line of wiring products. We've helped them increase sales and margins in this category. Professional grade products properly merchandised under your brand will enhance your marketing impact and build your brand image.

Here are seven factors we feel are vital to consider before embarking on a private label program.

1. **Private label programs are a partnership** where we can help you build and develop your brand. In order to be successful you must be willing to commit significant effort and resources to promote and develop the category.

2. **Implementation time is 3-6 months**, but can take longer. There are many factors to consider when starting a private label program and our partners often find they need additional time to plan appropriately. This isn't a project that should be rushed.

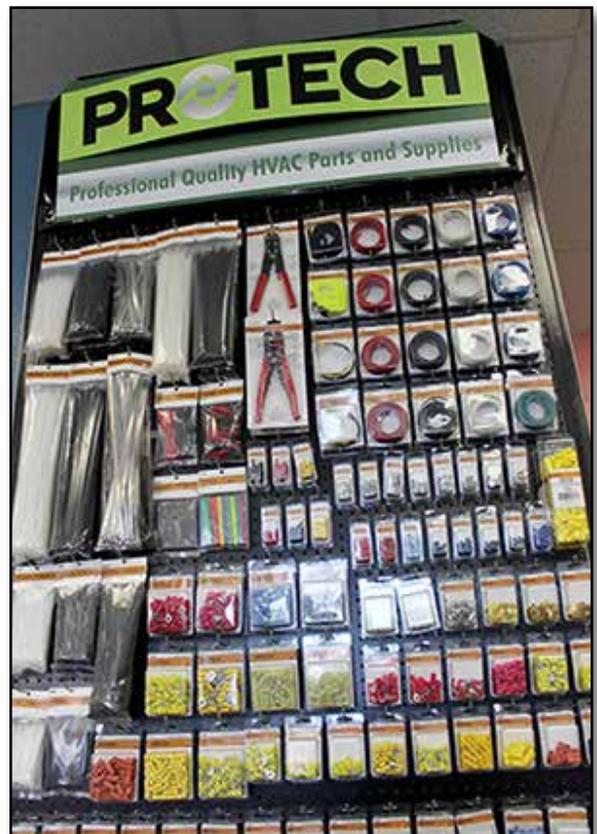
3. **Packaging will be consistent with the current JT&T packaging.** For most items this means clamshell packages with color printed back cards.

4. We recommend **staying with the current JT&T offerings** and remain consistent with our established package quantities as these have been proven successful.

5. **There are setup costs involved** in any private label program and a basic offering typically runs \$5000. This covers setup costs and initial packaging inventory.

6. **Private label products are built to order** (we do not inventory finished private label products) and generally require a three week lead time – you are expected to stock inventory in amounts to cover your needs between orders.

7. **Annual minimum commitment** for a mutually beneficial Private Label program is \$150,000.



***For more information on Private Label programs, please contact your sales representative or call 775-322-7000***