



BE THE  

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BRAND

Customised  
Design & Packaging



## LABEL DESIGN

### 1/ CUSTOM LABELS - Using PLD templates

#### A. ORDERS BETWEEN \$500-\$1000

Changes allowed: Limited header text colours and approved name change.  
No design/artistic or font changes allowed \*

\* if you wish to change font or design, a minimum fee of \$105/hour will apply

#### B. ORDERS BETWEEN \$1000-\$3000

Changes allowed: Limited header text colours, limited header text edits and approved name change.

No design/artistic or font changes allowed \*

\* if you wish to change fonts or design, a minimum fee of \$105/hour will apply

#### C. ORDERS OVER \$3000

Changes allowed: Limited header text colours, limited header text edits, approved name change and font change on request (only stock Fonts).

No design/artistic changes allowed \*

\* if you wish to personalise the design, a minimum fee of \$105/hour will apply

#### D. EXTRA OPTIONS

- Full coloured background (NOT 100% black\*\*\*): AU\$0,50 per label
  - Change label size (when possible): AU\$85 label set up fee + AUD\$0.50 per label
  - Change style more than ONCE a year: from AU\$105 re-style fee
  - Add an extra label (when possible): AU\$85 label set up fee + AUD\$0.50 per label
- \*\*\* for solid black background please contact us

### 2/ CUSTOM LABELS - Design your own label

#### DESIGN

A. Request the templates from us and have the artwork created by your own designer.\*\*

#### PRINTING

A. Send us the print ready files and we print and apply in-house

B. Print the labels with another company. This option is preferable if you wish to have full 100% black coloured background, foil and metallic colours, fluo colours or any special colours (eg. Pantone).

\*\* Finished file must be less than 1 megabyte, die line and registration mark cannot be edited.  
We cannot be held accountable for a poor print outcome if a qualified designer was not engaged for the purpose of design. Fees will apply if design is incompatible with our equipment.





## IN-HOUSE DESIGN SERVICES

### 1/ LOGO DESIGN - from \$500\*

Having a professional looking, well designed logo builds trust. Potential customers are more likely to do business with you if you have a well designed logo. We offer you the option to have a unique logo designed by our experienced designers to reflect your brand and business ethic.

### 2/ LABEL UNIQUE DESIGN - from \$420\*

Labelling helps a viewer to differentiate a product from the rest in the shelves and other brands on the market. This is where it is important to have a label that is unique. We are specialised in Private Labelling and Hair & Skin care, which makes us the best to work with when it comes to designing your own label. Send us a detailed brief and we will create your unique branding for you.

### 3/ BROCHURE - from \$420 + renders\* (not including printing)

We bring together this amazing brochure that all your clients will want to have, in this unique document is listed your whole range and all the information they will need to know about the product - ingredient list, how to use and detailed description. This brochure is your new business partner.

### 4/ SOCIAL POST - from \$210

The online world is a great place to build a brand in a way that was never possible before; you can create an engaged audience all over the world. Meet consumer needs, and build trust before you establish a direct relationship by posting professional looking images of your products. We can help with this. (3x HD images included with a mix of up to 5 products - 1 styled background)

### 5/ POSTER - from \$315 + renders\* (not including printing)

Promote your range in your salon, nothing speaks louder than a professional looking poster in your front window. Advertise your brand even when on your day off.

### 6/ RENDERS - \$29.95 each

We will apply your unique branding and label onto the products, so you have a high quality image ready to use for your website and other digital platforms.

\*Please refer to Design T&C

\*\* All prices include GST





## DESIGN T&C

### **Revisions for logo design and unique label design:**

The design fee includes 3 revisions (eg: fonts, colors or other small changes); additional revisions or alterations are charged at a rate of \$105/hour (or as advised in your quote).

Once a brief has been sent to us we will send you 3 design versions accordingly to the original brief. If you change your mind regarding the style after receiving the design proof and want to change to a completely different style, an additional re-design fee will be charged at a rate of \$420.

### **Brochure Design:**

We design your brochure from our set template. We personalise it to your branding, unique imageries, fonts, colours and renders. Any design or document size changes will be charged at a rate of \$105 per hour.

### **Colour Variation:**

Please note there may be colour variation between the screen and final product. This occurs due to differences in the way colours are managed on the screen (RGB) and in print (CMYK). Screen proofing is not indicative of the final printed piece, printed colours can vary between printers, jobs and different print runs. Private Label Dynamics will not be responsible for any colour variations on printing as these factors are beyond our control.

### **Approval of Artwork:**

Whilst Private Label Dynamics takes all care to avoid errors, we are not responsible for any spelling, grammatical, typographical errors, omissions or incorrect information in the final product.

**It is the client's responsibility to thoroughly check all final proofs and give their approval via email before the final work will be released to the client, upon payment being received.**

### **Copyright:**

All designs and their copyright remain the property of Private Label Dynamics until final payment has been received. The client assumes copyright and reproduction rights for the final design upon final payment and completion of the project. Unused design concepts remain the property of Private Label Dynamics and may be used for other clients in the future.

Updated Decmeber 2020.



## PACKAGING

### **1/ CHANGE PACKAGING FROM OUR STOCK** - *MOQ 300 units per products* -

Change packaging to another one we have in stock (unit cost might vary)  
Change the pump to a different colour (when possible)

### **2/ OUTSOURCE YOUR OWN PACKAGING\*\*** - *MOQ 500 units per products* -

A. Send the bottles to be filled only  
B. Send the bottles to be filled and labelled (if using a different label size than the template made for the products, extra fees will apply, AU\$85 label set up fee + AUD\$0.50/label)

### **3/ PLD PROVIDES A DIFFERENT PACKAGING** - *MOQ 5000 units per products* -

Send our team a complete brief of what you are looking for and we will research the best packaging for you (if using a different label size than the template made for the products, extra fees will apply, AU\$85 label set up fee + AUD\$0.50/label)

**FEES:** AU\$150 quote and research fee will apply, which will be discounted to the final invoice, once you place your order.

### **4/ PLD PROVIDES CUSTOM BOTTLE MOULD** - *MOQ 25,000 units per mould* - (starting at \$15,000 and 6-8 week wait)

Send our team a complete brief or the bottle you would like copied.

**FEES:** AU\$150 quote and research fee will apply, which will be discounted to the final invoice, once you place your order.

\*\* Overall timeline might be affected in case of packaging chosen other than current provided by PLD. Delay in providing packaging will delay commencement of production.

\*\*\* Please note we can only provide quotes for customised orders above when a complete brief is received .

