



BUYER TOOL · 11

# Private Label Launch Checklist

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The critical path from concept to first delivery for a private label line. Invest most in the early, high-leverage steps.

## Critical path

- 01 Brand brief and design direction
- 02 Complete tech pack
- 03 Fabric and trim selection
- 04 Sampling through PP approval
- 05 Branding components specified and approved
- 06 Production and capacity booking
- 07 Inspection against approved standard
- 08 Shipment and documentation

## Protect your foundations

- Own and document your patterns and specs
- Keep your own copy of the approved spec
- Seal samples for fit, colour and construction
- Confirm exclusivity of a private label product
- Right-size the launch MOQ to validated demand

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*Educational buyer tool. A complete brief and clean tech pack make every later step faster.*