



The Association for Contract Manufacturing, Packing, Fulfilment & Logistics

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FROM GRANOLA TO GROOMING PRODUCTS – BCMPA MEMBERS MEET THE GROWING DEMAND FOR WHITE LABEL & PRIVATE LABEL GOODS

White Label and Private Label goods are experiencing huge growth according to the BCMPA, the Association for Contract Manufacturing, Packing, Fulfilment & Logistics, which has reported a 75 percent increase during lockdown for enquiries from companies and entrepreneurs across the UK and Internationally.

White Label goods are standard products manufactured by a third party, often a BCMPA member, and sold by companies and retailers with their own branding; Private Label products differ slightly in that they are manufactured for the customer to a bespoke formulation.

While part of the increase in enquiries has been from companies wanting to offer hand sanitiser products quickly to meet demand from the Covid-19 pandemic, the BCMPA says there has also been significant growth in a wide range of other products, everything from cornflakes and granola to men's grooming and domestic cleaning items.

White Label & Private Label services are already featured on the BCMPA website, but the terms will shortly be added to the Search Facility which potential customers use extensively to identify outsourcing partners who can support them with their projects. Clients can also use the BCMPA online enquiry form.

The Association attributes the growth in White & Private Label to several factors, including the emergence of smaller brands and marketeers who have identified opportunities for new products and are often using e-commerce and online stores to bring them straight to market.

“With White and Private Label goods a single company does not have to go through the entire development process to create a new product, and instead can focus on its core competences of marketing and selling it,” explained Rodney Steel, chief executive of the BCMPA.

“With White Label goods in particular, the product is already tried and tested; this helps to keep costs down and avoid any unknowns or pitfalls that can sometimes occur during development.”

Many BCMPA members are also able to provide a complete end-to-end service to brand owners, not only manufacturing and packing the products, but also despatching the individual items direct to consumers as part of their fulfilment and logistics offering.

Mr Steel concluded; “Outsourcing allows White and Private Label goods to be launched extremely quickly, leaving entrepreneurs to focus on developing their brand and sales channels. We therefore anticipate growth in demand to continue for these products, which is why the BCMPA membership is constantly adapting its offer to meet the latest requirements.”

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