

# PRIVATE LABEL SOLUTIONS

METALWORKING, MAINTENANCE AND  
INDUSTRIAL AND INSTITUTIONAL CHEMICALS



You Own  
**YOUR Brand**

we can help you build it!

# PRIVATE LABEL SOLUTIONS

Ashburn understands that every business has unique needs - we offer tailored solutions that meet those specific needs. That's why we offer private labeling services which allow you to create a line of chemical products under your own brand name.

Private label products are an excellent way to provide your customers with quality products that meet their needs at an affordable price. It's also a great way to differentiate yourself from the competition. Selling your own brand promotes your identity, builds customer loyalty and ensures exclusivity.

Private labeling is a valuable strategy for companies looking to expand their product offerings, improve their brand recognition and increase their revenue streams.

Ashburn is ready to help you get started. We have a full line of proven formulations to choose from or we will customize a formulation for your specific application. We offer low initial minimum order quantities and our marketing team will provide assistance with graphics and label design.

Ashburn has been providing private label solutions to our OEM and distributor partners for more than 40 years. We have the knowledge, capabilities and facilities to provide you with products you will be proud to sell as your own.

Benefits of a private label program include:

- **Branding:** Private labeling allows you to create and promote your own brand of products, which allows you to differentiate yourself from competitors and build customer loyalty.
- **Control:** Private labeling gives you more control over the quality and consistency of products, as well as the pricing and distribution channels.
- **Cost savings:** Private labeling is less expensive than developing a new product from scratch when you leverage existing formulations and manufacturing processes.
- **Flexibility:** Private labeling allows you to quickly and easily add new products to your lineup or make changes to existing products to meet changing customer needs.

Ashburn's private labeling service helps you create your own brand and sell products under your company name without the investment in research and development, manufacturing, graphic design and packaging. Ashburn's private labeling service can help you achieve this by providing you with high-quality, unique products that meet your specific needs.

Our private labeling process is simple and straightforward. When you work with Ashburn, we start by helping you to identify the right product for your brand, selecting from our extensive list of metalworking and facility care products.

Once you have identified the product(s) you want to sell under your own brand name, our in-house design team will work with you to create a customized product design and labeling that reflects your brand identity. We also offer packaging options to ensure your product is well presented and stands out on the shelf and online.

Ashburn private labeling offers flexibility when it comes to pricing and minimum order quantities. We understand that every business has different needs, and we work with you to find a pricing and order quantity that works for them.

When you work with Ashburn, you can be confident that you are working with a trusted partner. We pride ourselves on providing excellent customer service and support throughout the entire process. Our team is always available to answer any questions you may have and provide guidance on product selection, branding, and marketing. We take great pride in our work and are committed to delivering high-quality products and excellent customer service. We also place a strong emphasis on ethical and sustainable manufacturing practices, so you can be confident that your products are being produced in a responsible manner.

**Let Ashburn help you build your brand and take your business to the next level.**

PRODUCTS

PACKAGING

MANUFACTURING

SERVICE & SUPPORT





## OUR TEAM PROVIDES YOU WITH PERSONALIZED SERVICE THAT MEETS YOUR SPECIFIC NEEDS.

### PRODUCTS

- Ashburn or customized formulations
- Coolants / metalworking fluids
- MRO aerosols and bulk liquids
- Cleaners and degreasers
- Rust preventatives / penetrating oils
- Lubricants and cutting oils
- Tapping and drilling fluids
- Specialty products to sell as your own

### PACKAGING

- In-house laboratory provides product development and quality assurance
- 40,000 sq. ft. manufacturing facility
- 80,000 gallon tank farm capacity
- Drums, pails, bulk containers, spray bottles, squirt bottles, aerosols
- Pressure sensitive labels

### MANUFACTURING

- Ashburn standard packaging or customer specified
- Ashburn assists with label designs and package options
- Aerosols, spray bottles, squirt bottles, pails, drums, bulk containers
- Customized product design and labeling

### SERVICE & SUPPORT

- Confidentiality
- Formulation development and testing
- Technical support
- Product training
- Literature support
- Sales support
- MSDS and TDS information



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