



DESIGN & SUPPLY
YOUR OWN LABELS



Welcome to Private Label Dynamics!

This guide is designed to help you follow the guidelines when designing or supplying your own labels.

In this guide, you will find our product packaging specifications, along with sizing, layout requirements, and print-ready standards. We'll walk you through what's needed to ensure your final design meets our compliance and print guidelines. You'll also find clear instructions, helpful examples, and tips to make the process smooth and

straightforward from start to finish.

To start, you will receive an InDesign file, one PDF with the die line, and one PDF without the die line everything you need to be ready to design your own labels. If you're unsure, don't worry everything you need to know is explained in the pages ahead.





DESIGN YOUR OWN LABELS

How it works...

1. You place your order



When placing your order, let us know that you'll be supplying your own label design.

2. We send the Template Package



Our Design Team will get in touch and provide you with the full Template Package.

3. You design your own labels



You will be able to create the artwork using the template, following the guidelines provided.

4. You send your file



Our team will review it to ensure it meets all compliance and **print guidelines**.

5. We send to print



After approval, your labels go to print. **No changes** can be made from this point.

LABEL COMPONENTS



FILE COMPONENTS

Product Name

When changing the product name, please **type the original product name** (as it appears on your order) **outside the die-line**.

Dieline

Artwork must be positioned **inside the magenta Dieline** (where your label is cut). **Toggle the visibility** of both so they are no longer showing **before exporting print-ready PDF**.

Original Product Name

BE THE
BRAND

Hand & Body
Wash

Everyday use Hand & Body
Wash for all skin types



500 ml (e) 16.9 fl.oz.

Company Name



SALON NAME HAND & BODY WASH is infused with a soothing essential oil blend of Cedarwood, Lavender, and Lemon. Our carefully selected ingredients cleanse away impurities while maintaining the skin's natural moisture balance. The rich lather leaves your skin feeling soft, smooth, and beautifully scented.

DIRECTIONS OF USE Apply a small amount of the Hand & Body Wash to wet skin. Gently massage into a lather, focusing on areas needing cleansing. Rinse thoroughly with water.

INGREDIENTS: Aqua, Cocamidopropyl Betaine, Sodium Lauroyl Methyl Isethionate, Sodium Methyl Cocoyl Taurate, Polyquaternium-7, Glycerin, Caprylyl/Capryl Glucoside, Lavandula Angustifolia (Lavender) Oil, Cedrus Atlantica Wood (Cedarwood) Oil*, Citrus Limon (Lemon) Peel Oil, Hibiscus Sabdariffa Flower Extract*, Davidsonia Jerseyana (Davidson Plum) Fruit Extract, Phenoxyethanol, Ethylhexylglycerin, Citral, Limonene, Linalool, Geraniol, Citric Acid.
*Certified Organic Ingredients

Made in Australia. Products not tested on animals.



Registration Mark

The Registration Mark **MUST** be visible in its original position (black box in the corner).

Bleed

For labels with background colouring, please make sure colour reaches at least **2mm past the Dieline**.

How we should receive your artwork and the guidelines

To ensure your file is correct, make sure it follows the specifications outlined below:

LAYOUT

Please use the files exactly as they are.

Do not delete Pages, Registration Mark, Dieline (magenta line), or resize the document).

The Dieline is set to be configured with our cutting/finishing machine.

Our files are setup a certain way which follows our printing process. You may not necessarily have ordered all the products/labels in the document (Please just leave the ones you haven't ordered).

EXPORT FORMAT

- Files must be returned in PDF or InDesign packaged.
Not Accepted: JPEG or PNG

- **Toggle the visibility** of the dieline before exporting a print-ready PDF.
- **Do not** add extra bleed or crop marks upon exporting the PDF.
- Document must be exported as is (do not separate pages or combine multiple).

COLOR

Please make sure your files in CMYK.
We don't accept RGB.

Please note each screen/monitor or printer is calibrated with different colour settings and this may cause slight variations in colour results.

Final artwork supplied by you needs to be returned print ready.

Please refer to the image below for a detailed visual guide on how the file should appear when exporting the PDF:

Product Name

When changing the product name, please **type the original product name** (as it appears on your order) **outside the die-line.**

Registration Mark

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SUPPLY YOUR OWN LABELS

How it works...

1. We send the Template Package



Our Design Team will get in touch and provide you with the full Template Package.

2. You design your own labels



You will be able to create the artwork using the template, following the guidelines provided.

3. You send us a sample



Before moving forward, a physical sample of the label must be sent to us for approval by our production team.

4. We receive your labels & production starts



Once the sample is approved, you can proceed with printing and send us the quantity needed for your order, along with a small number of extras as backup

LABEL COMPONENTS



FILE COMPONENTS

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How we should receive your custom labels

To ensure your labels are correct, make sure it follows the specifications below:

This option is preferable if you wish to use foil and metallic colors, fluorescent colors, or any special colors (e.g., Pantone).

If you choose to outsource printing, you can utilize our templates/die-lines. Alternatively, if you decide to use a different die-line (label size/cut), you would need to measure the bottles, as PLD does not provide packaging specifications.

Sending Labels for Application by PLD:

Please send us a sample of the labels for approval by our production team before bulk printing all the labels.

The labels should be printed following these guidelines:

Roll direction

Please make sure the rolls will be respecting this direction.



DESIGN FAQS

CAN I CHANGE THE BARCODES?

Our barcodes are generic and can be used without any issues. Depending on where you will be selling the products, you have the option to create your own barcodes and send them to us for inclusion in the artwork. It's important to note that certain countries and online retail platforms may have specific regulations for barcodes. As the brand owner, it would be your responsibility to research and comply with any applicable regulations.

IS IT POSSIBLE TO REACH THE DESIGN TEAM BY PHONE?

Due to our extensive client base, the Design Team can ONLY be reached via email. Our order, design, and print queue operates on a first-come, first-served basis.

CAN I CHANGE THE LABEL'S DIELINE?

If you would like to change the dieline (label dimensions), we charge a design fee of \$420.00 per custom dieline. For this service, we have a MOQ of 100 units per SKU. Limited dieline options/variations available.

CAN I ADD AN EXTRA LABEL TO THE PACKAGING?

When applicable, we have a fee of \$0.50 per additional label, along with a \$420.00 label setup fee (dieline setup). For this service, we have a MOQ of 100 units per SKU.

WHAT LABEL FINISHES DO WE OFFER?

We offer gloss and matte finishes as standard options for each product. If you'd like to customize the finish for your packaging, please let us know and we will update the specifications in your file.

CAN I PRINT METALLIC OR FOIL COLOUR ON MY LABELS?

We only print CMYK. No Pantone.

CAN I HAVE BRANDED SAMPLES?

Yes, when placing a sample order, we offer two options regarding label artwork:

- Generic "Be the Brand" Labels
- Branded Samples: If you prefer to use your own logo, it will be applied to one style from our Style Guide. If this option is chosen, our Design Team will contact you via email to request your logo in the correct format (as outlined in the "How to Submit Your Logo" guidelines).

For more information, please refer to our Design FAQ's on our website.

DESIGN TERMS & CONDITIONS

CONTACTING THE DESIGN TEAM

Due to the high volume of clients, our Design Team is available strictly via email only. All orders, designs, and print jobs are managed on a first-come, first-served basis.

CUSTOMER RESPONSIBILITY

It is the customer's responsibility to ensure that all information on labels supplied is accurate. This includes, but is not limited to, ingredients, claims, spelling, layout, branding, and compliance with relevant regulations.

TEMPLATES

Templates and file checks will only be provided once an order has been placed in the system.

SUPPLYING YOUR LABEL

Before proceeding with your order, a physical sample of your supplied label must be sent to us for approval by our Production Team prior to bulk printing. We do not take responsibility for any issues that may arise if a sample was not submitted and approved.

STOCKING LABELS

It is the customer's responsibility to manage and store their own supplied labels. Private Label Dynamics does not stock or store labels on behalf of clients.

LABEL CONTENT

Private Label Dynamics reserves the right to update product information and ingredient lists at any time.

We are not responsible for any discrepancies if you have independently designed and printed your labels.

It is the customer's responsibility to ensure that label content is always current and reflects the most up-to-date product information.

COLOUR VARIATION

Please note that colour variation may occur between what you see on your screen and the final printed product. This is due to the difference between screen colour formats (RGB) and print colour formats (CMYK). Screen proofing is not an exact representation of printed colours, which may also vary across different printers, jobs, and print runs.

Private Label Dynamics is not responsible for colour variations, as these are outside of our control. If colour accuracy is critical, test prints can be arranged upon request and will be sent at the client's expense.

BARCODES

We provide generic barcodes in our templates. As the brand owner, it is your responsibility to research and ensure compliance with all applicable barcode guidelines based on the countries or platforms where you intend to sell your products.

USING YOUR OWN BARCODE

If you choose to use your own barcode, you are fully responsible for ensuring its accuracy and compatibility with your intended sales channels.

IN-HOUSE CLIENT FILE STORAGE

All design files are stored on our internal servers. To manage storage space and maintain efficiency, we reserve the right to remove unused files if there has been no client interaction or order activity for a period of two (2) years.

FILE FORMATTING

It is the customer's responsibility to supply artwork files correctly and in full accordance with the guidelines outlined in this document. We do not make any adjustments to supplied files. If adjustments are required, a design service fee may apply.

For more information, please refer to our Design T&Cs on our website.



BE THE BRAND

CONTACT US

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www.privatelabeldynamics.com

