

## Diapers & Key Attributes

### Economy Line

- Low cost diaper with nice performance for consumers who need to consider price
- Great for competing in Export markets
- Available in convenient 6-10 or 30 count colorful brand bags

### Fancy Line

- Great Diaper for consumers who want all the features and absorbency of the major brands but need to consider price
- Full Feature Diaper and brand name equivalent performance
- Balances quality and price to offer a great value for the largest segment of the market

### Premium Line

- Highest level of quality, performance and features available in any overnight diaper
- Brand quality and super performance at still a very competitive price
- Better value than any name brand in the market

## Key advantages of using a Control or Private label

### Consumers

- Same quality at a substantial price reduction (i.e. great savings)
- Flexible packaging choices
- Customers who trust a retailer will trust that retailers product

### Retailers

- Takes market share from branded items and returns higher margin sales to store
- Generates even more loyalty from consumer to a retailers private label
- Allows retailer ability to create even better promotions for their products label
- Profit is substantially higher per unit sold to retailer

## Key Services and Packing Specifications

(Alternative packing available upon request)

### Packing Specifications

- 30 diapers per pack x 8 packs per master case (30 x 8)
- 240 units per master case
- 40' Hq International container holds 1040 cases
- 53' Domestic trailer holds 1200-1300 cases
- 40-50 cases per palette depends on case size (optional)
- 20-25 palletes per container average (based on a 40' or 53' shipping container.) (intl. shipments are floor loaded unless otherwise specified)

### General Price Specifications

(prices x-wrks quoted based on 1 x 40' Hq)

#### Economy Line

Small	.072
Medium	.083
Large	.085

#### Fancy Line

Small	.087
Medium	.091
Large	.094

#### Premium Line

Small	.087
Medium	.096
Large	.107
Xtra Large	.124



### Private Label Services

#### Brand Development and Packing Material

We will develop a brand label with your direction from the ground up. Our services include bag printing and artwork design start to finish. Your company will be furnished a finished product delivered to your warehouse. We have favorable rates with many shipping lines. We can pack any of our products in your own Brand label or you can use one of our Brands. We specialize in implementing a full range of great diaper products that will compete in the world market.