

Loesch

Marketing & Promotional Materials

Many small businesses simply don't have the personnel to create promotional pieces. To tie-in with the products we offer, we also have the following services. Ask us for more details if you're interested.

Label Design

We are always creating labels for our customers...everything from wild-flashy to elegant-classy. Our artists are talented and rates are very reasonable and most labels can be printed digitally so anything that you can imagine, we can print.

Websites & Internet Stores

Whether you only need a WebsiteTonight® on GoDaddy.com or a full-function store like BigCommerce.com, we can help create an Internet presence that you control. We don't do hosting. What we do is hand-hold you through the process of getting exactly what you want from the provider that best fits your needs.

Low-Volume Printed Pieces (Like This One)

We have the ability to design and print promotional pieces like this one in quantities as low as 50 and as high as...well...the moon. Prices are reasonable and turnaround time is less than a week! Got a show or product launch coming up? Professional brochures really pump up your image.

Email Marketing

Websites are fine, but what if you need to send emails about something new to all of your clients. What if you don't know how or don't have the time? We can set up an account for you on ConstantContact.com, load your emails, and even prepare and schedule your email marketing for you. All you have to do is view and approve the messages and the rest is automatic.

Loesch

Private-Labeling

Key Techniques To Growing Your Small Business

Choose From A Variety Of Products To Add To Your Salon Line Without Breaking The Bank

Adding products to your product line with minimal investment is fast, easy, and requires little or no capital investment.



**Get Your Own Full-Color Labeled Products
With Our Exclusive Private-Label Programs**



Private-Labeling

Key Techniques To Growing Your Small Business

About Private-Labeling

Most of the products that consumers purchase in stores and salons were not made by the companies whose name appears on the label. They were made by a company behind the scenes. This practice follows one of the most important rules of business...“do what you are good at and hire people to do the rest.” Marketing companies should not be burdened with manufacturing or development concerns because it detracts from their area of expertise.

Private-Labeling companies like Loesch Labs act as the matchmaker connecting small businesses’ needs with the products manufacturers have to offer and what graphic artists can design. The end result is a product that looks as if you made it yourself in your own store or salon. You control the graphics, the properties of the products, and the pricing by choosing one of the following levels.



Distributor Labeling

With very small volumes, you’d think that products would be out of reach, but that’s not the case. Loesch Labs has certain products in its own line but also has access to a manufacturing company with over 1,500 formulas available covering skin care, hair care, grooming, anti-aging, tooth whitening, wound care, pain and itch relief, spa treatments, organic products, fragrances and scented accessories, stylish bags and gift boxes, and much more. Any of these products can be quickly brought to market under the Loesch label simply by entering into a commitment to purchase a certain number of units over a certain amount of time.

Each product will have different conditions like a minimum batch size, storage for later packaging, and type of container, all of which will be explained by an expert consultant. The limitation with this level is that the label belongs to the salon but the formula belongs to the manufacturer. This means you have absolutely no investment but also little control.

Customized Product Line Labeling

If you want products that display your salon line’s images and logo, this level will allow you to invest in rolls of labels made to your specifications and to order small volumes of 24+ units but not to control the actual formula itself. Labels typically cost around \$350 per thousand and are near-photographic digital quality. You can even have a picture of the inside of your salon with your star stylists posing in the background right on the label if you want.

Products available in this program are restricted to those that can be stored in bulk at the manufacturing company and packaged as you need them. The manufacturer may offer the same product to other companies but since your label is unique and copywritten no one else’s package will look like yours. Packaging is pre-selected by the manufacturer so that all the labels can be the same size. There is usually a nominal design fee.

High-Volume Private-Label Manufacturing

When a company wants control over all aspects of the formula, the label, the fragrance, the look and feel, the package, and the labeling, it requires some capital investment. Though you don’t usually have to pay to have a formula developed...most everything has already been done before...you would have to order your product in whole batches of over 1,000 units per order. The manufacturer owns the formula but since they will be making it for you, they can make adjustments that customize the formula to behave exactly how you want it to. This is a great way to have a totally unique product because each variation of the formula is exclusive to the company it is being made for. For example, if you want your facial scrub to include poppy seeds, that variation of the original formula will not be offered to anyone else.

With this option there are often design fees, testing fees, and sometimes setup charges if you need less than 1,000 units per order.