

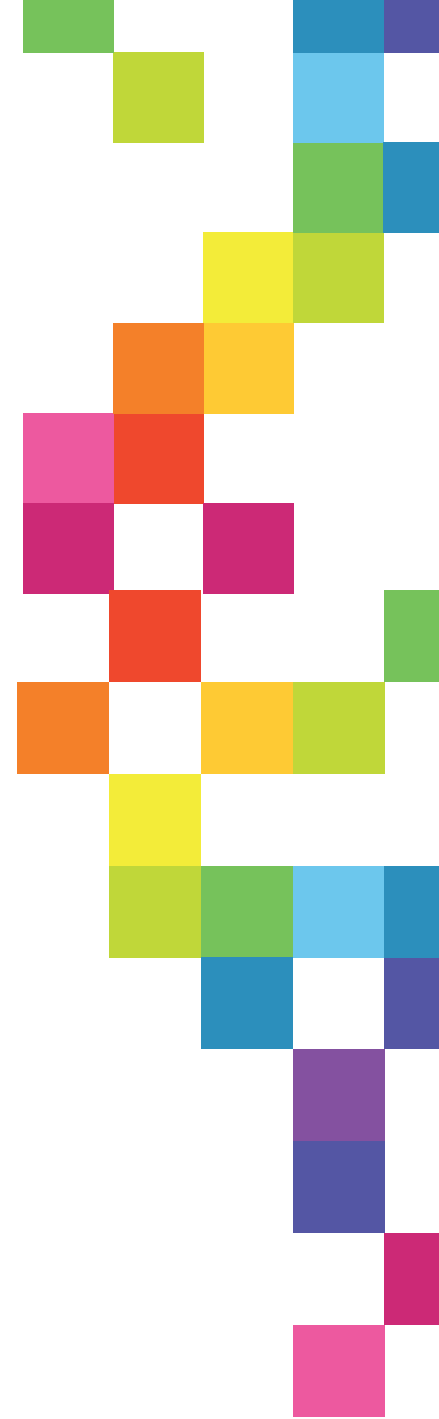


# PRIVATE LABELLING





**THE ONE-STOP-SHOP  
FOR PRIVATE LABELLING  
IN THE CHEMICAL,  
AUTOMOTIVE CARE,  
HOME CARE,  
INDUSTRIAL &  
INSTITUTIONAL CLEANING  
INDUSTRIES**



# INTRODUCTION & WHO WE ARE

At the forefront of innovation and quality, we are the driving force behind the Modesta, Aensō and other brands - recognized globally for setting new standards in surface protection and car care. Operating under a unified umbrella, we bring together world-class expertise and cutting-edge technology to deliver products that professionals trust.

Our strength lies in our in-house research and development capabilities, strategically located in Slovakia, Japan, and Australia. This global presence enables us to combine diverse insights and innovations into every formulation we produce.

From small batch manufacturing of under 100 kg in Japan to medium and large-scale production in Slovakia—with capacities up to 1000 Kg and scalable to 10,000 Kg on demand - we maintain full control over the production process. This ensures consistent quality, flexibility, and the ability to meet the evolving needs of our partners and clients worldwide.

## **Our Chemical Expertise**

- Monomer and polymer development
- Research and development in alkoxide chemistry
- Research in thin film and sol-gel chemistry
- Development of detergent based products
- Development of specialized solvent-based products
- Contract manufacturing
- Contract R&D





# A SMART ROUTE TO BRAND EXPANSION: UNDERSTANDING THE PRIVATE LABELLING BUSINESS

Private labelling is a rapidly growing sector in many industries, offering companies a streamlined path to expanding their business without the overhead of in-house research and development, and manufacturing. At its core, private labelling involves the contract manufacturing and/or development of products that are sold under a brand's name, allowing companies to bring products to market quickly and efficiently.

## **Modes of Private Labelling**

Private labelling can be structured in three main ways, depending on the client's needs and level of involvement:

### **1) Full-Service**

In this model, the manufacturer handles everything - from developing/sourcing formulations and raw materials to packaging and production. The customer pays for the finished product, ready to be sold under their brand.

### **2) Contract Manufacturing**

In this case, the customer supplies his own formulations, raw materials, and packaging. The manufacturer's role is purely to carry out the production according to the formulation. The client pays for the manufacturing service rather than for the product itself.

### **3) Contract Filling & Finalization**

In this variant, the client provides the product in bulk (i.e. IBC container) while the manufacturer takes care of the filling, labelling and final packaging. Again, the customer pays for the service, rather than product.



## **Common Practice in the Detailing Industry**

In the automotive detailing industry, private labelling is mostly done using “off-the-shelf” formulations that are pre-developed and tested products that can be customized with different scents, colors, and branding. This approach is both practical and efficient, allowing brands to launch products quickly with minimal risk.

## **Benefits of “Off-the-Shelf” Solutions**

Using proven, off-the-shelf formulations significantly reduces time-to-market and costs. These products come with verified performance, documentation, and meet all regulatory requirements, giving businesses a strong foundation to build their brand without starting from zero.

## **Customization & Development**

While minor adjustments can often be made to formulations (such as tweaking viscosity, scent, or color), full custom formulation is a more complex and costly endeavor. Developing products from scratch involves extensive research and development, rigorous testing, and documentation to ensure safety, stability, and regulatory compliance. As a result, this process is typically reserved for brands with specific, unique requirements, longer timelines and bigger budgets.



# CONTRACT MANUFACTURING AND FILLING

At the heart of our operations is a flexible and robust contract manufacturing and filling capability tailored to meet a wide variety of product needs. Whether you require small-batch precision or high-volume throughput, our facilities are equipped to deliver with efficiency and quality assurance at every step.

## Scalable Production Capacity

We offer liquid manufacturing in single batches of up to 1,000 kg, with a total production capacity of up to 4,000 kg per day. This allows us to support both pilot-scale development and full-scale production with consistency and speed. Our production process utilizes a reverse osmosis (RO) system which can currently produce approximately 50 tonnes of water with 0  $\mu$ S conductivity per month.

## Custom Resin Formulation

We are equipped to develop and manufacture custom silicone resins based on various silicone monomers. We are capable of manufacturing up to 30 tonnes of finished products per month in our Japan-based facility, with finalization taking place in our facility in Bratislava. Such products can then either bear the “Made in Japan” or “Made in Slovakia” marks, depending on customer’s preference.

## High-Capacity Filling and Finalization

We can handle unit sizes ranging from 20 ml to ~25,000 ml, and fill between 300,000 to 500,000 units per month, depending on the liquid type and container size. Beyond just filling, we offer comprehensive product finalization services including capping, labeling, and packing and palletization, ensuring a seamless and ready-for-market finish.





# DESIGN & BRANDING SERVICES

At the core of every successful business is a strong, memorable brand. With over 25 years of experience in design and branding, we offer comprehensive solutions tailored to bring your brand to life - from initial concept to market-ready execution. Our team is led by a seasoned marketing director with a global portfolio, having worked with major international brands.

## **Brand Identity Creation**

We can assist with your first steps towards establishing a brand, including logotypes and brand names that are fully compliant with registrable trademark standards, corporate identities and design manuals.

## **Custom Product & Packaging Design**

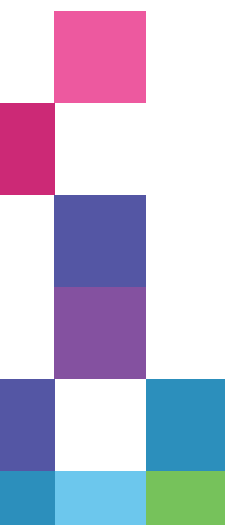
Our experience includes product and packaging design services, from concept to detailed technical drawings, including bespoke designs that align with your brand image.

## **Strategic Guidance**

Whether in social media, prints or video production, we can guide your team in setup, visual identity, guidelines, production techniques and tools.

Beyond design, we bring deep knowledge of the legal and technical dimensions of brand development, ensuring your identity is not only compelling but also protected and compliant.

In addition to the above, we offer unique expertise in self-adhesive label on-roll printing and application - particularly for chemical products - backed by in-depth knowledge of material and adhesive compatibility. This rare combination of specialized know-how and hands-on experience sets us apart in the industry.





Oaenso®

REVOLVE  
TIRE CLEANER

500ml

PROFESSIONAL CAR  
CARE PRODUCTS

# TRADEMARK REGULATIONS AND ADVISORY SERVICES

Protecting your brand starts with securing your trademark. With over a decade of international experience, we offer guidance in trademark registration and compliance to help you safeguard your intellectual property across borders.

## **Comprehensive Trademark Registration Support**

We assist clients through every step of the trademark registration process, ensuring a smooth and efficient experience tailored to each jurisdiction's requirements.

## **Global Expertise**

Having successfully registered trademarks in more than 30 countries ourselves, we bring deep international know-how, with a particular focus on complex markets such as China and the United States.

## **Access to Trusted Legal Networks**

We work closely with a vetted network of experienced legal counsels globally, enabling us to support trademark registrations wherever your business operates.

## **Conflict Checks and Trademark Recherche**

Our qualified team conducts thorough conflict checks and trademark recherche to minimize legal risks with registration refusal or opposition and ensure a clear path towards a successful registration.

## **NICE Classification Guidance**

We advise clients in selecting the appropriate NICE classes to optimize protection and align registrations with business objectives.



# GENERAL & LEGAL ADVICE IN THE CHEMICAL SECTOR

Navigating the complex and ever-evolving landscape of chemical regulations is critical for any business looking to place chemical products on the global market. Our specialized consultancy services provide comprehensive advice tailored specifically for the chemical industry. We ensure our clients remain compliant, efficient, and competitive across all target markets.

## **Global Compliance for Market Access**

Our team provides in-depth guidance on the conditions and legal requirements for introducing chemical products to markets around the world. From registrations and labeling, to safety and documentation.

## **Logistics and Transport Expertise**

Transporting chemical products - especially dangerous goods - requires a high level of regulatory knowledge. As certified specialists in ADR, IMO, and IATA regulations, we offer logistics support and advise ensuring your shipments are safe and compliant. Our Dangerous Goods Safety Advisors are available to assist with risk assessments and transport scenarios before products are manufactured.

## **Regulatory Consulting: REACH, GHS, and CLP**

We offer professional advice on compliance with essential chemical regulations such as REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals), GHS (Globally Harmonized System), and CLP (Classification, Labelling and Packaging). We can ensure that your documentation and classification meets the latest regulatory expectations.

## **EU Candidate Substances and SVHC**

We provide expert insights into upcoming EU chemical legislation, including candidate substances of very high concern (SVHC) and upcoming re-classifications.



# Isopropyl alcohol - IPA

## Safety Data Sheet

according to the REACH Regulation (EC) 1907/2006 amended by Regulation (EU) 2020/878  
Issue date: 5/30/2024 Revision date: 9/11/2024 Supersedes version of: 9/5/2024 Version: 4.0

### SECTION 1: Identification of the substance/mixture and of the company/undertaking

#### 1.1. Product identifier

Product form  
Trade name  
Product code  
Product group

- Substance
- Isopropyl alcohol - IPA
- 01395
- Trade product

#### 1.2. Relevant identified uses of the substance or mixture and uses advised against

Relevant identified uses  
Main use category

Industrial use

#### 1.3. Details of the supplier of the safety data sheet

Manufacturer  
Brands Alliance s.r.o. Ltd  
Pri Šabách 1  
SK 831 06 Bratislava  
T +421244871700  
msds@brandsalliance.eu, www.brandsalliance.eu

#### 1.4. Emergency telephone number

Country/Area	Organisation/Company	Address
Slovakia	Brands Alliance - Emergency Service	Pri Šabách 1 83106 Bratislava

Emergency number	Comment
+421911331514	

### SECTION 2: Hazards identification

#### 2.1. Classification of the substance or mixture

Classification according to Regulation (EC) No. 1272/2008 [CLP]  
Flammable liquids, Category 2 H225  
Serious eye damage/eye irritation, Category 2 H319  
Specific target organ toxicity – Single exposure, Category 3, H336  
Narcosis H319  
Full text of H- and EUH-statements: see section 16  
Adverse physicochemical, human health and environmental effects  
Highly flammable liquid and vapour. May cause drowsiness or dizziness. Causes serious eye irritation.

#### 2.2. Label elements

Labelling according to Regulation (EC) No. 1272/2008 [CLP]  
Signal word (CLP)  
Hazard statements (CLP)  
Precautionary statements (CLP)



- GHS02
- Danger
- H225 - Highly flammable liquid and vapour.
- H319 - Causes serious eye irritation.
- H336 - May cause drowsiness or dizziness.
- P210 - Keep away from heat, hot surfaces, sparks, open flames and other ignition sources. No smoking.
- P233 - Keep container tightly closed.
- P240 - Ground and bond container and receiving equipment.

9/11/2024 (Revision date)

EH (English)

# AUTHORING OF SAFETY DATA SHEETS

Our Safety Data Sheet (SDS) authoring service ensures that your chemical products meet the required standards of regulatory compliance - locally and globally. With over 10 years of experience, we specialize in creating accurate, legally compliant SDS documents.

## **Multilingual, Legally-Compliant SDS Authoring**

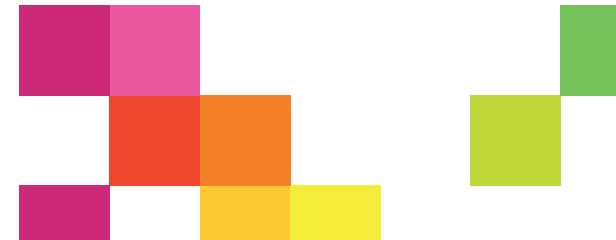
We go beyond simple translation. Our advanced authoring software extracts and applies country-specific legal regulations, ensuring that each SDS is not just linguistically accurate, but also fully localized and compliant with local legislation. This guarantees that your SDS documents meet the specific legal requirements of each target market.

## **Extensive Geographic Coverage**

We provide SDS authoring for all countries in the European Union and adjacent regions by standard. Additionally, upon request we can provide SDS localization for virtually any country worldwide, ensuring full regulatory alignment wherever your products are sold.

## **Experience You Can Trust**

With more than a decade of expertise in SDS authoring and regulatory consulting, we are trusted by clients across industries to deliver high-quality, fully compliant documentation. Whether you need SDSs for a single country or for global distribution, we have the knowledge, tools, and resources to support your compliance needs efficiently and accurately.



# DOMAIN BROKERING

Your domain name is one of the most critical assets of your brand. We specialize in domain brokering services that help you find and secure the ideal domain name to represent your business online. We are able to do so with 190 ccTLD domains around the world, securing your domains before products with your trademark hit the market. Additionally to that, we can broker many other domains like gTLD and sTLD.

With years of experience and a vast international network of domain registration partners, we offer strategic advice and access to domains across the globe on the primary and secondary market. Whether you're launching a new brand or expanding into new markets, we help you navigate the complex world of domain acquisition with ease.

Thanks to our high transaction volumes and strong industry relationships, we're able to negotiate domain prices significantly below market rates - saving you money while securing premium digital real estate.

Our services are backed by robust infrastructure. We operate our own domain name servers (DNS) and web servers located in state-of-the-art data centers in Brno and Prague, ensuring top-tier performance, reliability, and control.



# E-COMMERCE CONSULTATIONS

Navigating the world of online sales for chemical products requires industry-specific knowledge and regulatory compliance. Our E-Commerce consultation services cater specifically to businesses in the chemical sector looking to expand or make their digital sales channels compliant.

## **Expertise in Marketplace Integration**

With extensive experience in setting up and scaling sales operations on major marketplaces across Europe, we guide clients through every step of the process - from marketplace selection to compliance and logistics.

## **Platform & System Selection**

Choosing the right e-commerce platforms and backend systems can make or break your online business. We offer individual recommendations based on your product range, target markets, and scalability needs. From standalone e-commerce websites to integrations with global marketplaces, we help you invest wisely and future-proof your operations.

## **Extended Producer Responsibility (EPR) Compliance**

We understand the complexity and importance of meeting EPR requirements across EU member states. We can help you streamline your reporting obligations and avoid unnecessary administrative burdens.

## **GS1 Standards & Barcode Systems**

We are well-versed in the GS1 system, including GTIN-13 (EAN), GTIN-14 and related barcode standards. We provide support in understanding, registering, and implementing these identifiers, ensuring your products are market-ready and compliant with global retail and logistics standards.



## SCIENCE & LABORATORY ADVICE

Our team is dedicated to supporting customers in accurately determining the physical properties of their products. Whether you need guidance on the best methods for testing or verification, we provide tailored advice to ensure reliable and precise results.

We work with accredited laboratories capable of conducting comprehensive analyses across all physical property parameters. This partnership guarantees that every measurement meets industry standards and is backed by rigorous quality controls and ISO standards.

In addition to physical testing, we offer specialized in-house color testing services. Using delta difference measurement techniques, we compare your product's color against reference samples to confirm exact color matches, ensuring consistency and quality in every batch.

To support your manufacturing processes, we can also compile detailed Certificates of Analysis (CoA) for individual production batches. These certificates can be generated for both in-house and externally produced batches, providing full traceability and assurance for your customers.





# WAREHOUSING

Our warehousing and logistics offers comprehensive, secure, and regulation-compliant services tailored to meet the needs of various industries.

## **Contractual Warehousing Services**

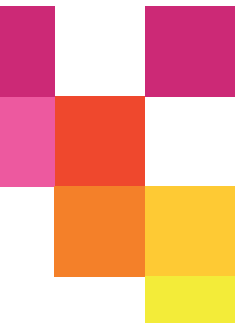
We offer contractual warehousing solutions to businesses for materials or finished products. Our facilities are ideal for both short and long-term storage, ensuring your goods are housed under optimal conditions.

## **Specialized Storage Capabilities**

Our warehouse is legally certified to store flammable liquids, chemicals, and other hazardous materials. Designed for sensitive inventory, we have year-round temperature-controlled spaces at a constant 21 °C, with 24/7 via online sensors to ensure stability of materials.

## **Security and Accessibility**

Located within a fully enclosed compound, our warehouse operates under 24/7 on-site security, offering peace of mind and protection around the clock. The facility is fully accessible to all types of transport vehicles, including semi-trailers, and is equipped with loading bays. Live camera feeds can be arranged for supervising your goods 24/7 online.







# LOGISTICS SERVICES

Our warehousing and logistics offers comprehensive, secure, and regulation-compliant services tailored to meet the needs of various industries.

## Small Parcels

We are FedEx (TNT) and SPS (UPS) partners and can provide global and European logistics for small parcels (~50 Kg) using pre-negotiated fixed prices with these providers.

## Palette Shipments

We maintain cooperation with several global complex logistics providers, including Raben, DB Schenker, Cargo Partner, Nippon Express, FedEx Trade Networks, Hanseatic and others and can broker transportation services using these companies for our customers.

## Dangerous Goods Compliance and Transportation

We are fully certified to handle the transportation of hazardous materials under ADR, IMDG, and IATA regulations. Additionally, we maintain a contractual Dangerous Goods Safety Advisor (DGSA) to ensure all operations adhere to regulatory standards.





# GENERAL CONDITIONS AND PRICING

## Filling & Manufacturing

- individual conditions based on amounts ordered
- payment 80% upfront, 20% when ready to ship
- prices ex-works (Incoterms EXW) (we can organize logistics)

## Custom Product Development

- 100,00 EUR / hour with a minimum of 10 hours booked / product
- billed in hourly intervals
- formulations delivered including suppliers & exact ingredient names
- payment 100% upfront

## Product Testing

- 50,00 EUR / product / test
- payment 100% upfront

## Advisory Services

- 100,00 EUR / hour with a minimum of 5 hours booked
- billed in hourly intervals
- for new customers - 100% upfront pro forma payment credit base (used hours billed, unused hours returned)
- written output +10,00 EUR / 100 words (one A4 page is approximately 400 words)

Prices excluding VAT where applicable. Base conditions above, open for negotiations based on volumes and turnovers.  
Valid unless otherwise agreed in written. All projects are priced individually and subject to a contract.



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