

Keetop Distribution Partnership Guide

Distribution Partnership Guide

For Branded Hygiene Products — Baby Diapers, Adult Diapers, and More

Great partnerships start with low risk and high support. Whether you are new to the hygiene category or an established distributor, we have designed a simple, transparent path to help you succeed — step by step.

Our collaboration follows 4 clear stages:

Step 1: Initial Introduction

What you share:

- Company background, sales channels (supermarkets, pharmacies, e-commerce, wholesale), target market, and relevant experience

What we introduce:

- Two ISO-certified factories in China (Fujian and Sichuan)
- Proven brands: premium adult incontinence, high-end and value baby diapers
- Upcoming innovations: period pants, pet hygiene, ultra-value diapers

Outcome: We assess alignment and decide whether to proceed.

Step 2: Product and Profitability Review

- We provide a FOB price list
 - Together, we build your total landed cost model, including ocean freight (LCL or FCL), import duties, VAT, customs clearance fees, local transportation, and warehousing
 - We benchmark against local competitors to ensure your retail price delivers strong, sustainable margins
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Step 3: Small-Scale Trial Order — Low-Risk Market Entry

Why Start with a Trial?

- Test real customer demand
- Learn import procedures
- Build confidence before scaling

How It Works

- Small trial order: like 100 cartons mix all items via LCL (vs. ~1,000 cartons in a full container)
- Freight forwarder flexibility: use your own forwarder or we can refer trusted partners with local offices in your country
- You negotiate directly with their local team on freight rates, customs clearance, local currency payment, and pickup arrangements

Our Support

- Ship goods to your designated warehouse in China (or our recommended forwarder facility)
- Pre-shipment photos; optional third-party inspection available
- Full export documentation (commercial invoice, packing list, test reports)
- Assist with local certification (product registration, health permits) where required

Payment Terms

- We issue a Proforma Invoice (PI) showing product value and cargo volume
- You pay 100% of the product cost to us upfront
- You pay freight and destination charges directly to your forwarder (often in local currency)

Samples

- Free trial package samples available upon request
- Customer covers air freight cost

Most of our top distributors started with a single 100-carton trial — and scaled rapidly after validating demand.

Step 4: Formal Partnership

If your trial is successful, we move to a structured partnership:

4.1 Customization — Start with Stock, Scale to Custom

- Custom products (adjusted absorbency, size, packaging, or private label) typically require an MOQ of 100,000 pieces per SKU
- We strongly recommend starting with our ready-to-sell stock brands to enter the market quickly and learn the category
- Once you have market traction, we fully support your custom development — and help you build your own sub-brand or localized brand strategy

4.2 Choose Your Partnership Model

Partnership Model	What You Get
Exclusive Distributor	Defined territory protection / Brand authorization letter / Access to all inbound leads from your region / Co-branded marketing materials
Non-Exclusive Buyer	Ideal for resellers, e-commerce sellers, or secondary markets / Option to later source from your country's exclusive partner

4.3 Payment Terms and Targets

- Credit terms available only to exclusive partners, subject to company certificate review (business license, bank references, trade history)
- If approved, credit applies from your second official order onward
- Annual purchase targets set collaboratively based on market potential

4.4 Launch and Grow Together

- First official order: 100% T/T
 - We handle production, quality control, and export compliance
 - Quarterly performance reviews
 - Joint planning for new product introductions and OEM/ODM opportunities
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Our Commitment to You

Our Promise	What It Means for You
No high barriers to entry	Start small, validate fast
Respect your logistics choices	We support, not control
Trial equals empowerment	We help you build compliant, sellable inventory from day one
Long-term mindset	We grow only when you grow

Ready to Explore?

1. **Apply for distribution** at keetop.co
2. **Email us** at: sales@keetop.co
3. **Request free samples** to evaluate quality firsthand

Our goal: Help you enter the hygiene market with low risk, high confidence, and steady profitability.

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