

# Keetop OEM-ODM Cooperation Roadmap

## One-Stop OEM/ODM Service for Private Label Hygiene Products

### Introduction

Comprehensive One-Stop OEM/ODM service for building your own private label brand in disposable hygiene products — baby diapers, adult diapers, and feminine care.

Our goal: Help you launch a competitive private label brand with proven quality, precise cost control, and full compliance support for your target market.

- **Quality not compromised** → Build lasting brand loyalty
- **Precise cost control** → Achieve "Affordable Premium" positioning
- **One-stop service** → Avoid compliance and operational risks

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### 1. One-Stop OEM/ODM Process Framework

Phase	Description
Phase 0: Intent Confirmation	Discuss market opportunities and product vision, reach cooperation intention, develop initial market plan.
Phase 1: Product Definition	Based on your target market pricing, reverse-engineer target costs under the Affordable Premium principle to lock in quality and price benchmarks.
Phase 2: Sample Production	Produce performance-matching samples, conduct lab tests and competitor comparisons, validate product competitiveness.
Phase 3: Packaging Design	Design locally appealing brand packaging and pack specifications, produce quasi-finished sample packs.

Phase 4: Registration & Consumer Testing	Submit samples for local registration while conducting consumer testing; adjust formulas if necessary.
Phase 5: Contract Signing	Sign formal production contract, pay deposit to initiate dedicated material production.
Phase 6: Mass Production & Delivery	Produce according to agreed MOQ, support mixed-size and mixed-category shipping.

## 2. Detailed Operation Instructions

### Phase 0: Intent Confirmation (1–2 Days)

#### What we do together:

- Online meeting to discuss your target market's disposable hygiene landscape (consumer needs, channel structure, competitive gaps)
- How the OEM/ODM model achieves "Affordable Premium" — high quality at accessible pricing
- Long-term benefits: own brand equity, channel bargaining power, compliance assurance
- Define initial market plan: target audience, price range, first-year sales expectations
- **Output:** Meeting minutes, Draft MOU

### Phase 1: Product Definition (1 Week)

#### How we engineer your product:

- Analyze your target market's mainstream retail prices and competitive landscape
- **Cost-reverse engineering:**  
Target FOB cost = Market selling price – Shipping fee – Inland logistics – Marketing expenses – Import duties – VAT – Target profit margin
- Our engineers determine based on target costs: Core structure (fluff pulp + SAP vs. ultra-thin SAP core) / SAP weight, topsheet material, backsheet type / Absorption capacity, rewet performance, breathability standards
- **Principle:** Quality is never compromised. We optimize costs through supply chain management — not by cutting corners.
- **Output:** Product Benchmark Report (including competitor comparison)

## Phase 2: Sample Production (2–4 Weeks)

### Validating the product before you commit:

- If existing SKUs fully meet your cost and performance requirements, we use them directly to save time
- Otherwise, custom sample production: manufacture white-label samples without logos or colored backsheet (typically 3 sizes)
- Lab tests: absorbency ratio, rewet, pH value, fluorescent agents, etc.
- Optional: Blind testing against local competitors provided by you
- **Prerequisite:** Signed MOU + sampling fee payment
- **Output:** Performance test report + White-label samples

## Phase 3: Packaging Design (2–4 Weeks, Concurrent with Phase 2)

### Making your brand stand out on shelf:

- Design team provides 2–3 packaging concepts tailored to your market's aesthetics and consumer preferences
- Determine pack specifications: e.g., NB: 30 pcs/pack, M: 24 pcs/pack; carton specs: e.g., 12 packs/carton
- Innovative suggestion: Transparent PE outer bags instead of cartons → increase container loading by ~5%
- Produce digitally printed sample packs (with your brand logo)
- **Output:** Packaging design files + sample packs

## Phase 4: Local Registration & Consumer Testing (4–12 Weeks)

### Two parallel tracks to accelerate your launch:

**Track A — Registration:** Prepare all documentation for your market's regulatory authority (test reports, ingredient lists, certificates of analysis). Support submission and follow-up through approval process.

**Track B — Consumer Testing:** Distribute sample packs to 50–100 local consumers. Collect structured feedback on: comfort, leak prevention, skin compatibility, overall satisfaction. If performance gaps are identified, engineers adjust formulas.

- **Output:** Registration acceptance/approval + Consumer Test Feedback Report

## Phase 5: Contract Signing (Within 1 Week After Registration Approval)

### Formalizing the partnership:

- Sign the formal OEM/ODM production contract
- You pay deposit (typically 30%) to initiate dedicated materials production
- We begin: printing rollers (backsheet + outer packaging), specialized core molds if applicable
- **Output:** Signed contract + Deposit receipt + Production schedule

## Phase 6: Mass Production & Delivery (4–6 Weeks)

From your brand to your warehouse:

Item	Details
MOQ - Baby Diapers	150,000 pieces/SKU
MOQ - Adult Diapers	100,000 pieces/SKU
MOQ - Sanitary Pads	200,000 pieces/SKU
Mixed Shipping	Supported - mix sizes and categories in one container
Quality Control	In-line QC + final inspection + photo/video documentation
Shipping	FOB, CIF, or door-to-door per agreement

Output: Bill of lading + Factory quality inspection report + Shipment documentation

## 3. Cost and Time Overview

Phase	Main Work	Duration	Cost to You	Key Deliverables
Phase 0	Intent & market discussion	1-2 days	Free	Meeting minutes, MOU draft
Phase 1	Product definition	1 week	Free	Benchmark report
Phase 2	Sample production	2-4 weeks	~\$300/SKU	Performance report, samples

Phase 3	Packaging design	2-4 weeks	Included in Phase 2	Sample packs with your branding
Phase 4	Registration & testing	4-12 weeks	Registration fee (varies)	Registration approval, test feedback
Phase 5	Contract signing	1 week	30% deposit	Signed contract
Phase 6	Production & delivery	4-6 weeks	70% balance	B/L, quality inspection report

**Total Initial Investment (before mass order):** Approx. \$2,000–3,000 (sampling + packaging + registration fee, varies by market)

**Fastest Full Cycle:** 12–14 weeks from first contact to container shipment (assuming registration takes 8 weeks)

## 4. Why Keetop?

What You Need	How We Deliver
Proven quality	10+ production lines, dual manufacturing bases (Fujian + Sichuan), ISO/CE/FDA/FSC certified
Cost advantage	Raw material strategic sourcing = competitive pricing without quality compromise
Market understanding	15+ years serving 30+ countries in emerging markets
One-stop partnership	From product definition to registration support to packaging - one partner, full journey
Flexible MOQ	Starter-friendly minimums; scale as your market grows
Long-term thinking	We invest in your success because our growth depends on your repeat orders

## Ready to Start?

3 ways to begin:

1. **Know what you need?** → Submit an OEM/ODM Inquiry at [keetop.co](https://keetop.co)
2. **Not sure which product?** → Get a Product Recommendation at [keetop.co](https://keetop.co)
3. **Want to talk?** → Email [sales@keetop.co](mailto:sales@keetop.co)

**No minimum commitment. Let's start with a conversation.**

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