CUSTOMER HANDBOOK

CREATE YOUR OWN SUPPLEMENT BRAND

From idea to finished product – in seven simple steps

BUILT ON FLAVOUR, BACKED BY PERFORMANCE

SUPS of Sweden AB · Svedala, Sweden

SUPS OF SWEDEN

WELCOME

Building your own supplement brand has historically required major investments, your own production facility and deep industry knowledge. **With SUPS, you need none of that.** We are your production partner – you focus on your brand, your marketing and your customers. We take care of the rest.

SUPS of Sweden AB is a Swedish contract manufacturer of **powdered supplements**, based in Svedala. We produce under your brand – so-called private label – which means the products are manufactured by us but sold under your name, with your design and your profile.

This handbook describes the entire journey from first contact to delivered product. Our process is built to be as simple as possible for you as a customer: in practice, the label or pouch design is the only thing you need to produce yourself. Everything else – flavour development, nutrition declarations, production, quality and delivery – we help you with.

What we offer

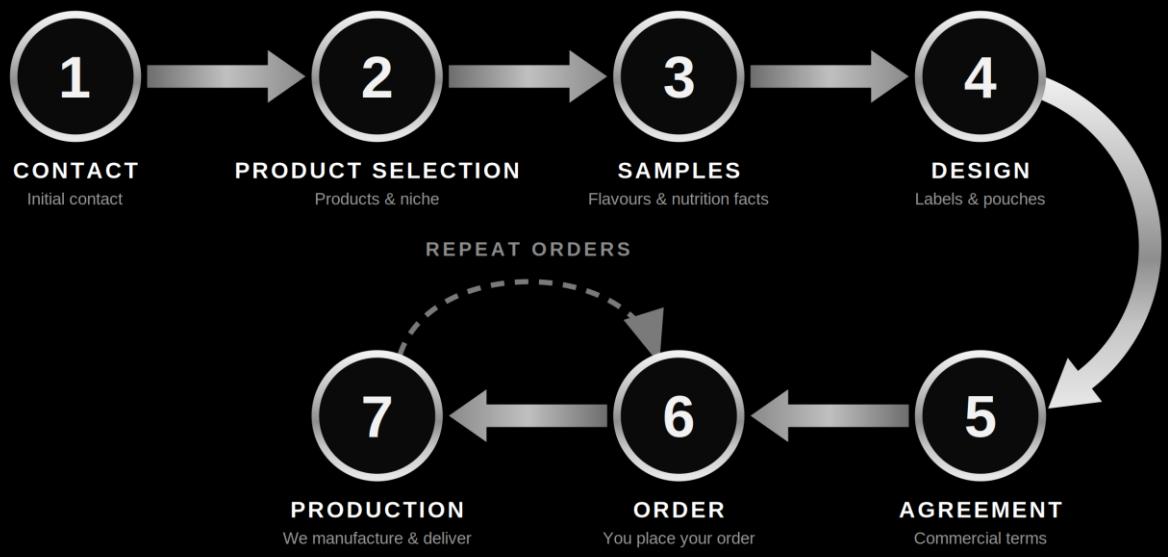
- **Contract manufacturing** of all types of powdered supplements – for example protein powder, pre-workout, creatine, EAA/BCAA, gainers, performance drinks, electrolytes and more.
- **Flavour development and samples** – free of charge, until you are satisfied.
- **Help with nutrition declarations and ingredient lists** in accordance with current EU regulations.
- **Flexible packaging solutions** – tubs with labels or pouches (doypacks).
- **Labelling in production** – we can print and apply your labels for you.

> **ABOUT PRIVATE LABEL**
> Private label means that you own the brand and the customer relationship, while manufacturing takes place with us. You avoid investments in machinery, premises and certifications – and can launch a professional brand in a fraction of the time and cost.

OVERVIEW

THE PROCESS IN SEVEN STEPS

The entire journey from idea to delivered product follows a clear and proven process. The diagram below shows the seven steps – and once you are up and running, only steps 6 and 7 are repeated with each new order.



- **1. Contact** – an initial contact where we get to know you and understand what you want to achieve.
- **2. Product selection** – you choose products and describe how your brand will be positioned.
- **3. Samples** – we send free flavour samples and help with the nutrition declaration.
- **4. Design** – you create the design for labels and/or pouches.
- **5. Agreement** – we agree on the commercial terms.
- **6. Order** – you place your order.
- **7. Production & delivery** – we manufacture, pack and ship.

STEP 1 OF 7

1 INITIAL CONTACT

Everything starts with a conversation. Whether you contact us or we contact you, the goal is the same: to understand your idea, your ambitions and how we can best help you realise them.

In the first conversation, we cover, among other things:

- Your business idea and vision for the brand.
- Which target group and market you are aiming for.
- Approximate volumes and timeline for launch.
- How the process at SUPS works and what you can expect from us.

There is no requirement for finished plans at this stage. Many of our customers come to us with an idea and a vision – the rest we shape together.

> **GOOD TO KNOW**
> The initial contact is entirely without obligation and free of charge.

STEP 2 OF 7

2 PRODUCT SELECTION & NICHE

In this step, you decide **which products** you want to produce and **how your brand will be positioned**. You present your intended niche – for example performance focus, gym & strength training, endurance sports, lifestyle, health & wellbeing, or an angle entirely your own – and we help you match the product range to it.

Our range

We offer everything within powdered supplements. Examples of product categories:

- **Protein powder** – whey protein (WPC/WPI), clear whey, casein-based and vegan alternatives.
- **Pre-workout** – performance-enhancing blends tailored to your profile.
- **Creatine** – monohydrate, flavoured or unflavoured.
- **Amino acids** – EAA, BCAA and recovery products.
- **Gainers** – calorie- and protein-rich weight gain products.
- **Electrolytes & intra-workout** – hydration and energy products.
- **Flavour powder** – Flavouring your own recipes.
- **Capsules** – Your recipe, any size of your choice.
- **Tablets** – Pressed from your powder.

Is something missing from the list? Ask us – if it can be powdered and blended, we can most likely produce it.

> **OUR ADVICE**
> Start focused. A brand with 3–5 well-considered products that hit your niche is almost always stronger at launch than a broad range. It is easy to expand your range with us as you grow.

STEP 3 OF 7

3 SAMPLES, FLAVOURS & NUTRITION DECLARATION

Once the product selection is complete, we send free **samples** to you. This is one of the most important steps in the process – taste is often what determines whether your customers come back.

Flavours

You can either choose flavours yourself, or get help from us. We know which flavours work best with which products – what sells, what is proven and what can make you stand out. We iterate until you are completely satisfied: if you feel a flavour needs adjusting, we produce new samples.

Nutrition declaration & contents

If you wish, we help you produce a **nutrition declaration and ingredient list** for your products, in accordance with current EU regulations on food information. This means you receive correct nutritional values, ingredient lists and allergen labelling – ready to place on your label.

> **IMPORTANT**
> You as the customer **own the print and the content of the label**. It is your brand and your information on the product, and you are responsible for it.

STEP 4 OF 7

4 LABEL & POUCH DESIGN

In parallel with the taste tests, you create the design for your packaging. **In practice, this is the only part you need to do entirely yourself** – and at the same time, it is your greatest opportunity to differentiate your brand.

Two packaging routes

- **Tub with label** – the classic solution for protein powder and similar products. You design the label, and the printing can be handled either by you or by us: we are happy to print your labels together with our own label orders at our print partner.
- **Pouch** – a modern and cost-effective solution. Here you produce both the design and the print yourself; pre-printed pouches are then delivered to us for filling.

Finding the right designer

Don't have a designer of your own? Here are routes depending on budget and ambition:

- **Budget option – freelance platforms:** On platforms such as Fiverr, Upwork and 99designs you will find skilled freelance designers experienced in supplement label design. Search for ”supplement label design”, for example, and compare portfolios. Prices are often competitive and lead times short.
- **Nordic design agency:** If you want to take a broader approach to your entire brand identity, there are established agencies specialising in packaging design – for example Pond Design (Stockholm – strategic design agency with long experience of food, beverage and health products) and IW Agency (Stockholm – design agency focused on visual identity and packaging design). An agency costs more, but you get strategy, identity and design in one package.

> **TIPS FOR A PROFESSIONAL RESULT**
> Give your designer clear print specifications from the start (dimensions, die line, CMYK, any foil or varnish effects). We are happy to provide correct templates and technical specifications for the tub sizes and label formats we work with – ask us for them before the design work starts, and you will avoid costly rework.

STEP 5 OF 7

5 COMMERCIAL AGREEMENT

Once you have approved your flavours and your packaging design is in place, we formalise the collaboration. We sign a manufacturing agreement that creates security and predictability for both parties ahead of production start.

The agreement covers, among other things:

- Payment and delivery terms.
- Lead times and order routines.
- Division of responsibility, quality and complaints handling.
- Ownership – including that you as the customer own the print and content of the label.

We go through the agreement together with you and answer all questions before signing. Our goal is long-term partnerships – the agreement is the foundation for a collaboration that will grow alongside your brand.

> **GOOD TO KNOW**
> Prices, minimum volumes and lead times are covered as we get closer – they are adapted to your products and volumes.

STEP 6 OF 7

6 ORDER

With the agreement in place, it is time to place your first order. You order easily according to the routines we have agreed on – products, flavours, volumes and desired delivery date.

If we are printing your labels, we coordinate this with the order. If you supply pre-printed labels or pouches yourself, we make sure the material is with us well before production starts. **With repeat orders, only this step and the next are repeated** – it doesn't get smoother than that.

Order checklist

- Flavours approved and recipes finalised.
- Label and/or pouch design completed to print specification.
- Labels printed – by you or by us – or pre-printed pouches on their way to us.
- Commercial agreement signed.
- Order placed with products, volumes and desired delivery date.

> **GOOD TO KNOW**
> With the checklist ticked off, production flows without interruption. If something is missing, we help you identify it before the order is confirmed – so you always know exactly where you are in the process.

STEP 7 OF 7

7 PRODUCTION & DELIVERY

Now we take over. In our facility, we blend, quality-assure and package your products to specification – with the right taste, the right nutritional content and your design on the packaging.

Production includes:

- Blending of your recipes to the agreed specification.
- Filling in tubs or pouches.
- Labelling and marking with batch number and best-before date.
- Quality control throughout the process.
- Packing and dispatch to your specified address or warehouse.

When the delivery leaves us, your products are ready to sell – in your web shop, in stores or through your retailers. And when it is time to restock? Just place your next order.

YOUR BRAND. OUR PRODUCTION.

QUESTIONS & ANSWERS

FREQUENTLY ASKED QUESTIONS

Does it cost anything to get started?
No. Initial contact, advice and samples are free of charge. You only pay when you place a production order under our joint agreement.

Do I need to know anything about production or regulations?
No. We handle production and quality, and help you with nutrition declarations and ingredient lists in accordance with current EU regulations. You focus on brand and sales.

Who owns the label and its content?
You do. As the customer, you own the print and the content of the label.

Can I start small and scale up?
Yes, that is exactly how new brands work. Start with a few products in manageable volumes and expand as sales grow.

How long does it take from first contact to finished product?
It depends on how quickly flavours are approved and how long the design work takes – the two run in parallel and usually determine the timeline.

Can you help with label design?
The design is yours to create – it is the soul of your brand. However, we provide you with print specifications and templates, recommend designers and agencies, and can print the labels for you together with our own label orders.

Which products can you manufacture?
Everything within powdered supplements – protein powder, pre-workout, creatine, amino acids, gainers, lifestyle drinks, electrolytes and more. If you have a specific idea, just ask.



READY TO BUILD YOUR BRAND?

Get in touch and we'll have a conversation about your idea.

CONTACT

Email: newcustomer@sups.se

Web: sups.production.se

Address: Ågatan 49, Svedala, Sweden

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SUPS of Sweden AB · Reg. No. 559589-0517

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