ÐEM / ODM Project Brief Template

ral care · Complete before your first technical call. A structured brief produces a usable quotation.

You do not need finished artwork or a locked formula. Fill in what you know, leave the rest blank, and mark anything that is still open. All commercial figures, timelines and document availability are confirmed in a written quotation.

A Company & contact

COMPANY / BRAND

WEBSITE OR MARKETPLACE STORE

CONTACT NAME

BUSINESS EMAIL

PHONE / WHATSAPP

BUSINESS TYPE

Importer / distributor / retail chain / DTC brand / marketplace / dental / hospitality

COUNTRY OF SALE & IMPORT

B Product & formula direction

PRODUCT CATEGORY

Toothpaste / mouthwash / toothbrush / floss / spray / tablets / kids

NUMBER OF SKUS

TARGET CLAIM

FORMULA DIRECTION

Fluoride / fluoride-free / sensitivity / whitening / herbal / SLS-free / abrasivity position

ACTIVES OR INGREDIENTS TO INCLUDE / AVOID

SENSORY TARGETS

Flavour, colour, texture, gel clarity, foam level

REFERENCE PRODUCT (OPTIONAL)

C Packaging & artwork

PRIMARY PACK

Laminate tube (ABL/PBL), bottle, jar, airless pump, sachet

SIZE / FILL VOLUME

CLOSURE & SEAL

SECONDARY PACK

Carton, label, blister, shrink wrap, outer case

PRINT FINISHES

ARTWORK STATUS

Final files / dielines needed / brand assets to be supplied

CODING & MARKING

Barcode, batch, country of origin, warnings

Project Brief — continued

ommercial inputs, compliance and the approval gate.

D Volume, timing & commercial frame

ESTIMATED FIRST RUN

INDICATIVE ANNUAL VOLUME

TARGET LAUNCH WINDOW

TARGET PRICE TIER / LANDED COST FRAME

INCOTERM / DESTINATION PORT

> **Why MOQ is a configuration question.** Minimum order quantity follows component printing minimums, custom tooling and batch size. A programme built on existing components and one shared carton family has a different threshold from one built around a custom mould. State your volume; the feasible configuration is confirmed in the quotation.

E Market & documentation

PRODUCT CLASSIFICATION IN YOUR MARKET

Cosmetic / therapeutic / other — if known

KNOWN RETAILER OR MARKETPLACE RULES

DOCUMENTS YOUR IMPORT TEAM WILL REQUEST

COA MSDS/SDS Free Sale Certificate packing list facility audit reports other

LOCAL REGULATORY ADVISER / LABEL APPROVAL OWNER

LABEL LANGUAGES

F Samples, approval & next steps

SAMPLES REQUIRED

Number of variants, destination and courier preference

INTERNAL DECISION DATE

WHO SIGNS OFF THE WRITTEN SPECIFICATION?

WHO SIGNS OFF THE APPROVED SAMPLE?

OPEN QUESTIONS FOR THE TECHNICAL CALL

- ☐ I have attached or will supply brand assets / dielines.
- ☐ I have listed the documents required for my market.
- ☐ I understand that commercial figures and timelines are confirmed in a written quotation.

> **Send it back with context.** Email the completed brief with any reference images, target claims and known regulatory constraints. A structured brief is answered with feasible options, an approval plan and an itemised quotation rather than a generic price list.