

Private Label Home Fragrance Buying Guide

From an initial brief to an approved production specification.

01 Prepare the buying brief

02 Work through sampling

03 Plan production and delivery

Prepare the buying brief

Product and customer

Choose the format and target audience. Describe intended use, target retail position and desired scent experience. Include sales countries so the supplier can identify the relevant documentation questions.

Commercial parameters

Provide an estimated order quantity, desired size, target delivery window and price expectations. Ask the supplier to confirm minimum quantities and lead times for your chosen configuration; do not rely on a generic website promise.

Customisation priorities

Rank fragrance, vessel, colour, decoration, label, box and gift presentation by importance. Identify which details are essential and which can use existing components.

Request a comparable quotation

Ask for a written specification with included components, packaging, sample costs, production timing, shipping basis and payment terms. Compare quotations only after aligning scope.

Work through sampling

Choose candidates

Narrow the fragrance and package direction before ordering many variants. Use a shared brief and sample codes so the supplier can connect feedback to the correct version.

Review the finished product

Evaluate the actual format, not only a fragrance sample or empty vessel. Check scent fit, appearance, use experience, packaging and technical evidence.

Approve artwork

Check wording, contact details, market requirements, dimensions and print placement. Review physical proofs where colour, finish or small text is important.

Freeze the specification

Record the approved formula or supplier code, components, artwork revision, package configuration and reference sample. Agree which changes require your approval before production.

Plan production and delivery

Quality agreement

Define acceptance criteria, defect examples and inspection method. Ask how batch records and component traceability are maintained. Keep the agreed scope in writing.

Timing and dependencies

Build a schedule around sample approval, artwork, component procurement, production, inspection and transport. Custom vessels and decoration may add steps; confirm the actual timeline.

Shipping preparation

Discuss carton configuration and protection against leakage or breakage. Request relevant transport information for the actual product, especially liquids; do not infer classification from the product name.

Reorders

Retain the approved specification and sample. Review component availability and any proposed changes before repeating an order. Consistency depends on a documented specification as well as a shared scent name.

Useful links & reading notes

Wholesale

<https://olfay.com/wholesale/>

Capabilities

<https://olfay.com/capabilities/>

Scented Candles

<https://olfay.com/products/scented-candles/>

Contact

<https://olfay.com/contact/>

About this guide

An original English synthesis prepared for OLFAY buyers from the supplied Chinese reference collection. It adapts concepts into commercial briefing, evaluation and process questions; it is not a translation of a verified factory procedure or a ready-to-use formulation.

Supplied reference topics: Home Fragrance Production Process; Home Fragrance Marketing Plan; Home Fragrance Culture.

Website links are clickable. Product availability, minimum quantities, lead times and final specifications should be confirmed with OLFAY for your project.

Discuss your home fragrance project

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