

HOUSE OF JEWELLERY

EST. 1986

PRIVATE



LABEL

**A GUIDE TO PRIVATE LABELLING  
WITH HOUSE OF JEWELLERY**

[WWW.HOUSEOFJEWELLERY.COM](http://WWW.HOUSEOFJEWELLERY.COM)



# Hi,

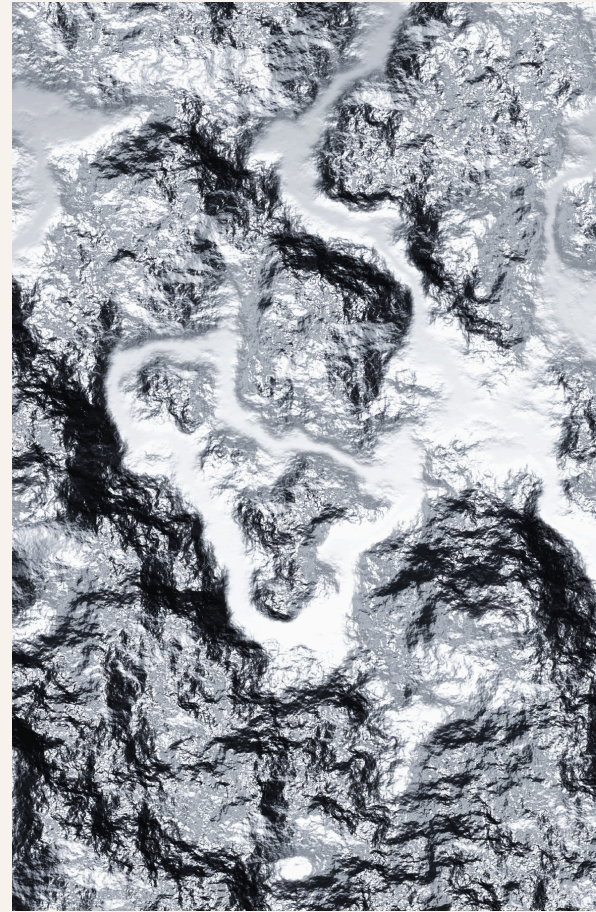
*Welcome to the world of private labelling with House of Jewellery (HOJ)!  
Whether you're new to private labelling or looking to refine your  
approach, this guide will walk you through the essentials of working  
with us to create your custom jewellery collections.*



# WHAT IS PRIVATE LABELLING?

Private labelling allows retailers or distributors to sell products manufactured by a third party under their own brand name. At HOJ, we offer flexible private labelling services tailored to your business needs, including both OEM and ODM options.

- **OEM** (Original Equipment Manufacturer): Create a completely custom product designed to your specifications. Perfect for unique and exclusive designs.
- **ODM** (Original Design Manufacturer): Choose from our existing designs and customize elements like logos or plating color for a faster, more cost-effective solution.

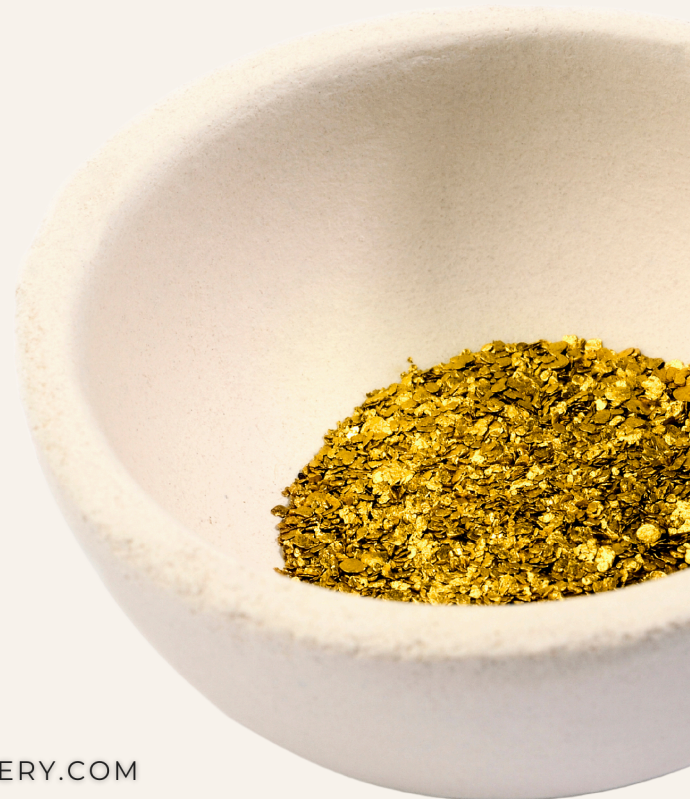


# WHAT METALS ARE AVAILABLE?

We specialize in crafting jewellery using:

- **Sterling Silver**
- **Karat Gold** (available in most karats, with 10K and 14K being the most popular choices)
- **Base Metal** (Higher MOQ required)

For gold products, we work with a range of karat preferences to suit your needs.





# THE PROCESS: STEP BY STEP

## *Scenario A: ODM (Using Existing Designs)*

1. **Select a Design:** Choose from our catalogue of expertly crafted jewellery.
2. **Customize:** Add your logo, select plating colour, and other branding details.
3. **Production:** Once finalized, we proceed directly into production for a quicker turnaround.

## *Scenario B: OEM (Creating a Custom Design)*

1. **Discovery Meeting:** Share your vision, sketches, or physical samples along with specific details like measurements, stone preferences, and desired logos.
2. **3D Rendering:** Collaborate with our team to create detailed CAD/CAM designs to visualize weight, size, and design nuances.
3. **Sample Approval:** Receive a physical sample for review. Refinements are made until they meet your expectations.
4. **Production:** Once the sample is approved, production begins, taking approximately 4-6 weeks.

# HOW LONG DOES THE PROCESS TAKE?

The private labelling process typically takes 8-12 weeks:

- Sample Development: 4-6 weeks to create and finalize the sample.
- Production: 4-6 weeks to manufacture and deliver your final products.

## COST OVERVIEW

The private label fee covers:

- Detailed discovery meeting
- 3D renditions
- Sample shipment
- General overheads

Please note that the fee is non-refundable and does not include sample costs. Visit our website for detailed pricing information.



# MINIMUM ORDER QUANTITIES

Minimum order requirements vary based on metal type:

- Sterling Silver: Minimum of 50 pieces, with 10 pieces per ring size.
- Karat Gold: Minimum of 15 pieces, with 5 pieces per ring size.
- Base Metal: The minimum order quantity for base metal jewellery is 100 pieces.

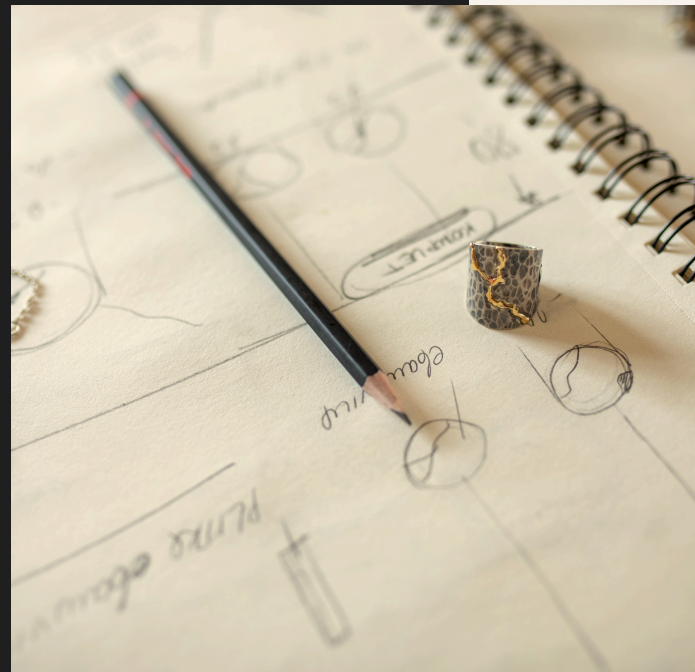


# DO YOU OFFER SUSTAINABLE MANUFACTURING OPTIONS?

We are committed to sustainability. Our manufacturing partners prioritize recycled materials and offer certifications such as:

- Responsible Jewellery Council membership
- ISO standards
- Green energy recognition

Let us know your sustainability preferences during the discovery phase to match you with the appropriate partner.







[www.houseofjewellery.com](http://www.houseofjewellery.com)

[info@houseofjewellery.com](mailto:info@houseofjewellery.com)

1202-27 Queen St E, Toronto, Ontario M5C 2M6

Phone: +1 800 668 4422

