

Private Label Kids' Underwear — Launch Checklist

A one-page, six-phase checklist covering concept, tech pack, sampling, compliance, production and shipment. Use it with your current factory or bring it to us as the standard we work to.

PHASE 1 · CONCEPT

- ☐ Define your niche & target age range (size 90-160cm)
- ☐ Set brand voice, color palette & packaging direction
- ☐ Choose the model: private label / OEM / ODM
- ☐ Set a first-order budget per style (MOQ 100 pcs per style per color)

PHASE 2 · TECH PACK

- ☐ Flat sketch + size chart (90-160cm) finalized
- ☐ Fabric, GSM & trim details specified (cotton / viscose from bamboo / EcoCosy®)
- ☐ Label, hangtag & packaging artwork specs attached
- ☐ Send tech pack for a free 12-hour cost review

PHASE 3 · SAMPLING

- ☐ Confirm 7-day sample timeline in writing
- ☐ Approve lab-dip colors before any printing
- ☐ Fit-check samples on the right age group
- ☐ Sign the pre-production (PP) sample before bulk

PHASE 4 · COMPLIANCE

- ☐ Confirm target markets (US / EU / UK / Middle East)
- ☐ Plan CPC + tracking label at Week 0 — not after production
- ☐ Require GB 31701 Class A test reports for skin-contact items
- ☐ OEKO-TEX Standard 100: currently in progress — verify latest status

PHASE 5 · PRODUCTION

- ☐ Lock the ~25-day bulk production schedule
- ☐ Inline QC at 6 steps + dedicated needle detector
- ☐ Keep defect rate target below 0.3%
- ☐ Get weekly production updates with photos

PHASE 6 · SHIPMENT

- ☐ Choose Incoterms (FOB / DDP) & confirm freight quote
- ☐ Verify carton marks, inner packing & packing list
- ☐ Collect CPC, GB 31701 & third-party test reports with shipping docs
- ☐ Ask about 48h ready-stock options for fast-turn SKUs