



PRESS RELEASE

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QuestSpecialty Showcases Short-Run Private Label Specialties at ISSA

ISSA, 2016 - Brenham, TX – – In addition to its line of well-known branded facility maintenance specialty products, QuestSpecialty Corporation showcases its private label capabilities at the 2016 ISSA Show. As a single-source manufacturer, QuestSpecialty has the ability to meet short run needs of specialty niche formulations and create custom formulations in low minimums for private labeling.

“Distributors are becoming more interested in carrying private label products for a variety of reasons,” notes Alex Pratt, director of technical services at QuestSpecialty Corporation. “As distributors enjoy a healthy profit margin and no brand competition with private label products, their customers are experiencing the value proposition of a high performing product with a good price point. Private labeling is a win-win situation.”

Most attractive is the ability for distributors to have their name on specialty niche products to meet highly specific needs. “As non-traditional suppliers continue to enter the marketplace and margins on commodity products shrink, distributors need to consider strategies to offset the margin slide and lead to new and profitable growth within their existing account base,” notes Pratt. “Selling specialty products, especially under a distributor’s exclusive brand, can do that by adding additional line items per order and increased gross margin per delivery.”

Some of QuestSpecialty’s 400 different specialty products include bio-pesticide LIGHTS OUT Bed Bug Killer, which is EPA 25(b) exempt and has third party effectiveness verification; LIQUEFIRE Anti-Icing Agent which prevents the bonding of snow and ice to surfaces and goes where no granular can go; and CARBON-OFF!, a “must-have” carbon remover for commercial kitchens and cafeterias.

Interested in creating a custom formulation or distinctive packaging for niche marketing? Rely on the expertise of the chemists at QuestSpecialty to create the product you have in mind, while the company's graphics department creatively designs labeling with distinction.

"We have one customer who sells a specific product to a high-end retail segment," notes Pratt. "We designed a distinctive label to solidify the brand identity, which has become extremely strong. In fact, it is the only product recommended by a popular television show connected to the industry."

Discover the opportunities QuestSpecialty's private labeling can deliver in pricing, positioning, and profit margins. Visit www.questspecialty.com for more information.

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About QuestSpecialty Corporation

QuestSpecialty Corporation, headquartered in Brenham, Texas, is a trusted manufacturer of industrial specialty chemicals including aerosols, liquids, powders, and wipes for use in sanitary supply, building maintenance, industrial specialties, foodservice and automotive industries. The company manufactures over 400 different products, with most of them available for private label, including aerosols (2 oz. to 24 oz.) and liquids (3 oz. to rail cars). Custom packaging is also available reflecting standard acceptable case packs.