

PRODUCT CUSTOMIZATION

Customization Guide

From product brief to materials, finishes, branding, packaging and approved samples.

Product Structure

Materials & Finishes

Brand Application



Define the Product Before Customizing It

A clear starting brief reduces avoidable revisions and helps suppliers evaluate feasibility, timing and cost more accurately.

01 Product & Use

Product type, function, reference image or physical sample.

02 Target Market

Destination market, retail channel and intended user.

03 Quantity

Estimated order quantity, MOQ expectations and repeat potential.

04 Target Cost

Commercial target or acceptable price range when available.

05 Timeline

Sample target, approval date and required delivery window.

06 Compliance Needs

Buyer, market or product-specific testing and documentation requirements.



Build the Right Look, Feel and Function

Material and finish choices affect appearance, durability, cost, tooling, packaging and production method.



01 Metals

Zinc alloy, brass, stainless steel, aluminum and other suitable metals.

02 Resin / Plastic / PVC

Rigid, flexible, molded or decorative components depending on application.

03 Wood / Textile / Leather

Natural and engineered materials, fabrics, PU and leather-like finishes.

04 Glass / Crystal

Clear, colored, faceted and decorative options where appropriate.

05 Color Matching

Pantone references, dyed materials, coatings and printed color control.

06 Surface Finishes

Plating, polishing, brushing, enamel, coatings, texture, glitter and crystal details.

Brand Application Is More Than One Logo Method

The right branding method depends on material, shape, finish, durability, artwork and the way the product will be presented.

01 Engraving

Laser or mechanical marking for suitable metal, wood and hard-surface products.

02 Printing

Screen, pad, transfer or other printing methods selected by product and artwork.

03 Emboss / Deboss

Raised or recessed marks for leather-like, paper and selected molded surfaces.

04 Metal Plates & Badges

Separate branded elements for premium product and packaging presentation.

05 Labels, Tags & Inserts

Woven labels, printed labels, hangtags, backing cards and information inserts.

06 Charms & Ornaments

Tassels, metal tags, pearls, bottle ornaments and decorative attachments.



Design the Product and the Presentation Together

Packaging should protect the product, support retail or gifting presentation and fit realistic production and shipping requirements.

01 Retail Packaging

Backing cards, sleeves, window boxes and other retail-ready structures.

02 Gift Packaging

Rigid boxes, drawer boxes, folding cartons and coordinated gift sets.

03 Pouches & Soft Packs

Fabric pouches, envelope-style packs and protective soft packaging.

04 Inserts & Protection

Foam, paper, molded or other inserts selected for product protection.

05 Labels & Marks

Product labels, care information, carton marks and buyer-specific identifiers.

06 Carton Planning

Unit pack, inner pack and master carton configuration aligned with shipment needs.

From Concept to an Approved Sample

Customization becomes production-ready through clear specifications, sample review, controlled revisions and approval.



START A CUSTOM PROJECT

Share your idea, reference, target quantity and timing.

We will review the practical development path and identify the next information needed for sourcing, sampling and quotation.

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