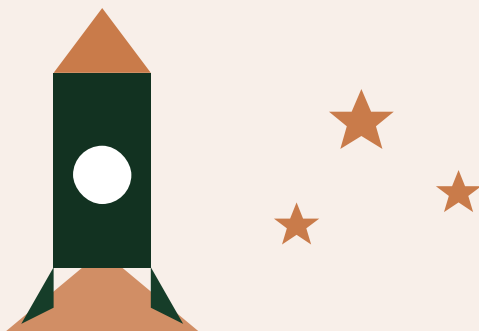


PRIVATE LABEL LAUNCHPAD

Private Label Launchpad Case Study: Concept to Page 1 in 4 Weeks

Client: Nordic Trail Gear* **Industry:** Outdoor & Drinkware **Engagement:** 11 weeks (concept to 90-day results)



Private label product launch illustration showing a product box launching like a rocket representing Originem Ventures' PL launch process

The Client: A First-Time Private Label Founder

CLIENT SNAPSHOT

Nordic Trail Gear is a first-time private label entrepreneur launching an insulated stainless-steel water bottle line, with a clear product idea and launch budget but no prior manufacturing or listing experience.

The client needed a true end-to-end partner — from validating the idea to a converting live listing — without absorbing the trial-and-error most first-time PL sellers go through alone.

The Challenge: Breaking Into a Crowded Category

The insulated drinkware category is crowded, and a generic entry with no differentiation or optimized listing typically launches on page 4 or 5 with no organic momentum. The client needed both a defensible product angle and flawless launch execution.

Launch Milestone	Target
Concept to live listing	Under 12 weeks

Page 1 ranking (target keyword)	Within 6 weeks
90-day unit sales	1,500+ units
Listing conversion rate	Above 12% (category avg. ~9%)

Our Private Label Launchpad Process

- Phase 1 — Validation**

Confirmed product-market fit and a differentiated angle (double-wall vacuum insulation + wide-mouth lid compatibility) using demand and competitor-gap analysis before committing to production.
- Phase 2 — Supplier Matchmaking**

Matched the client with a vetted manufacturer capable of custom branding, laser engraving, and retail packaging at the client's target MOQ.
- Phase 3 — QC & Compliance**

Managed sample approval rounds and pre-shipment quality control, including leak and thermal-retention testing.
- Phase 4 — Listing & Launch**

Built and optimized the Amazon listing — title, bullets, A+ Content, and imagery — and coordinated a launch-week promotional push.

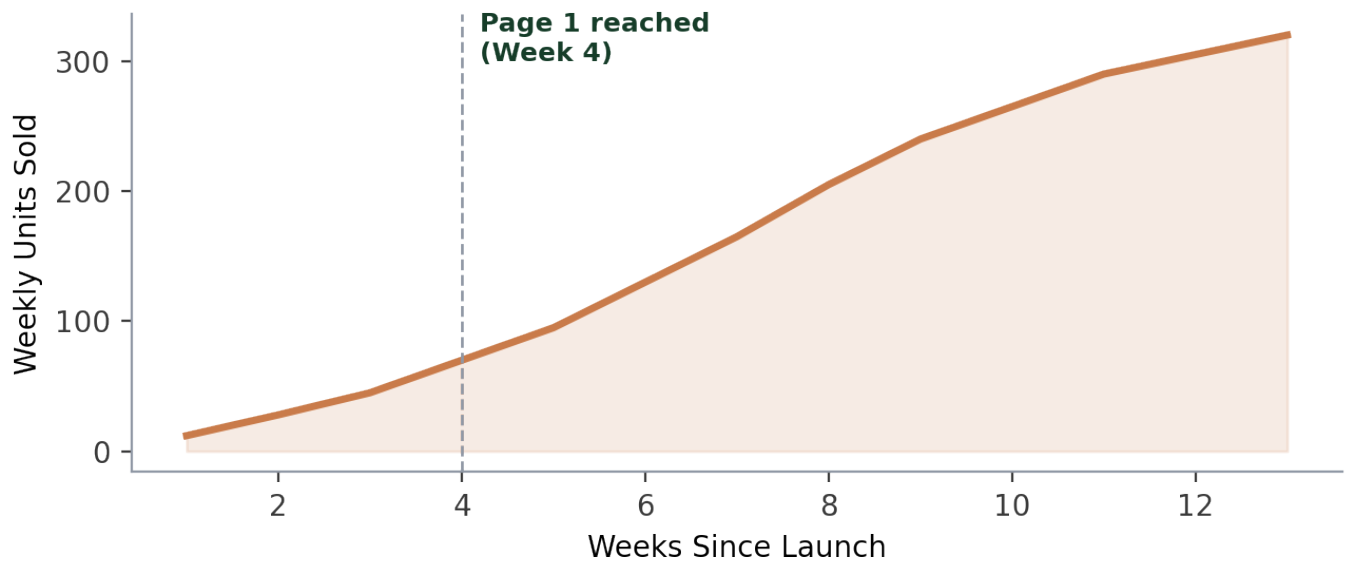
“I had the idea, but I had no idea how many decisions actually go into a launch. Originem carried the parts I didn't know how to do, and the listing hit page one faster than I expected.

— FOUNDER, OUTDOOR DRINKWARE BRAND

The Results: Fast Ranking, Strong Conversion

4 WEEKS TO PAGE 1 (TARGET KEYWORD)	1,850 UNITS SOLD IN FIRST 90 DAYS	13.4% LISTING CONVERSION RATE	11 WEEKS CONCEPT TO LIVE LISTING
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Insulated Bottle Line — 90-Day Sales Ramp



The listing went live 11 weeks after initial concept and reached page 1 for its target keyword within 4 weeks of launch, going on to sell 1,850 units in the first 90 days at a 13.4% conversion rate — well above the category average. This is our full private label launchpad process: sourcing, branding, listing, and launch, managed end-to-end.

CONCLUSION

By pairing validated product selection with disciplined launch execution, Nordic Trail Gear avoided the slow, directionless start most first-time private label sellers experience — and had real sales momentum before the 90-day mark.

RELATED SERVICES & KEYWORDS

Private Label Product Launch

Amazon Listing Optimization

Custom Branding & Packaging

Supplier Sourcing & Manufacturing

A+ Content Design

Amazon PPC Launch Strategy

Product Photography & Imagery

Ready to Launch Your Private Label Brand?

Originem Ventures manages your private label launch end-to-end — product validation, OEM/ODM sourcing, branding, listing optimization, and launch strategy.

[Launch Your Product →](#)

Illustrative portfolio case study prepared by Originem Ventures LLC. Client identity anonymized/composited for confidentiality. Figures reflect representative engagement outcomes.