

ABOUT

Griffin was started in 1890 by Tony Aste in Brooklyn, New York. An avid horse race fan, Tony capitalized on the need for shoe shining at the track. Starting Griffin with just a nickel, Tony went on to revolutionize the shoe shine industry by inventing products such as liquid shine and the shoe shine box. Many of our products pay homage to his original inventions today.



Let Griffin
Shoe Care
Polish Your
Profits."

·Tony Aste, Founder

GRIFFIN

PRIVATE LABEL PROGRAM

marketing@griffinshoecare.com
779.220.4181

WWW.GRIFFINSHOECARE.COM

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INTRO

When you choose Griffin Shoe Care Co. to develop your private label project, rest assured that you're working with the best.

Griffin has over 125 years of experience in the leather and shoe care industry. Our formulas are second to none. Used and customized by some of the biggest names in fashion and retail, you're hard pressed to find a better team to work with. At Griffin, Customer Service is our priority and you can be confident that we'll walk with you through every step of the process until you get exactly what you envision. If you're not happy, we aren't either.

All of our formulas, brushes, and laces, are made here in the USA. It's one of our core principals to keep as much business in the States that we can. In fact, we are the only shoe shine manufacturer in the North America that has created a new facility and process to make shoe polish in the last 20 years.

Our expertise in shoe and leather care will strengthen your company's brand by giving your customers a complete experience with the item that they purchase. When taken care of, items last up to 10x longer, which gives your customers a sense of quality in your product.

**CONTACT US TO GET YOUR PROJECT
STARTED TODAY**

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LEATHER CARE

- Leather Cleaner
- Leather Conditioner
- All Purpose Cleaner & Conditioner
- Handbag Cleaner & Conditioner
- Handbag Wipes
- Water & Stain Repellent
- Shine Cloths
- Leather Creme Polish
- Suede Cleaner & Conditioner
- Exotic Conditioner
- Boot Oil

SHOE CARE

- Shoe Polish
- Shoe Brushes
- Shoe Cleaner & Conditioner
- Shoe Dye
- Shoe Shine (Spray & Sponges)
- Water & Stain Repellent
- Sneaker Cleaner & Wipes
- Laces

FORMULAS

Odds are we have a formula to meet your needs. Something else in mind? Just ask. Our formulator is happy to put something together for you.



BOTTLES

From our stock bottles above to custom colors, pick a design and we'll go from there. Available in 2, 4, 8, and 16oz.



LIDS

Sprayers and caps. There's so many varieties. These are our stock options.

LABELS

The final step in our process is artwork. We work with one of the best printers in the industry. We can do labels or screenprinting. You pick.



PACKAGING

Have a kit in mind? Our clients package their kits in a variety of containers, including: clear bags, shoe bags, dop bags, tins, & cardboard boxes. Anything is possible.

OUR PROCESS

1. Contact us and we'll discuss your project. Questions we'll ask:
What annual quantity are you expecting to buy?
What do you want the MSRP to be?
What' do you envision for your design?
Are these individual items or a kit?
Who is your customer?
How are you planning to sell these? Distributer or Direct?
What is the most important thing we should know about your project?
2. Based on our conversation, we'll send you a loose quote with formula and packaging samples.
3. You pick the items and formulas that you want, and we'll send a firm quote along with bottle and packaging templates.
4. Send us a PO and a 50% deposit.
5. Have your graphic designer send us final artwork. If you don't have one, that's ok, we can do it in house.
6. Delivery. Most lead times are 8-10 weeks from final artwork depending on the season.

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