



## Why Are Businesses Considering White Label Dog Treats?

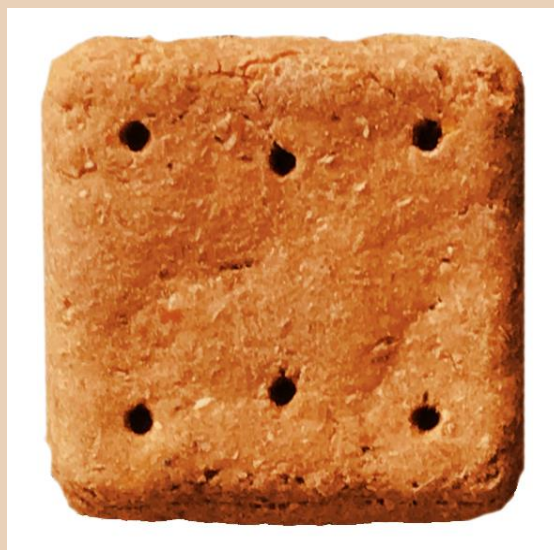
White labeling is a completely legal process that has taken several retail industries by a storm and the pet treats industry is one of those. It is no surprise that both manufacturers as well as retailers of generic products and commodities are benefitting immensely from increased white labeling. It is especially in demand among people who wish to start their own business without having to deal with the pain of creating a product.



In a white label process, the manufacturer is not responsible for the marketing and selling of pet treats. Different businesses interact with one another to execute a plan in such a manner that while one takes responsibility of marketing the dog treats, the other is responsible for selling the product under its brand. This is how white labeling works.



To simplify it further, a producer manufactures **bulk dog treats** and contacts a retailer. Next, at a fixed price, the retailer purchases the treats as an intermediary and then rebrands the treats before selling them to the customers. A lot of consumers don't even realize how many of the products they use on a daily basis are actually white labeled.



The pet treats by CassCo Bio Labs utilize 100% natural ingredients such as barley, oats, honey, peanut butter and more. In addition, all treats are manufactured in the USA, in a FDA facility, using GMP production standards. CassCo Bio Labs has been a trusted name in private labeling / white labeling, for over 20 years now. With two decades of experience, and a turnkey private label program, they can help you enter the pet industry, by creating your own line of 100% natural pet treats.



For details and queries, feel free to reach out to their experts by visiting <https://cassco-bio.com/>.

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