



RELAX • RENEW • REFRESH
Naturally™

Wholesale HANDBOOK

for private label customers

Finely crafted lavender products
for your lavender business.

Private label, it's what we do!™

Partner with us.

team@waywardwindslavender.com
503.662.0062

If it can be made with this magical herb, we do it!™

Private Label, its what we do!
Partner with us.

choose your product

+

choose your packaging

+

your label is applied

=

**Your own lavender
product ready to sell!**

Here's how it works:

Discuss:

Discussing your project will narrow down and define your product choices and packaging needs. We'll talk about your customer base, your favorite products, your fragrance choices and more. Discussions take place via phone, email, or in person if you're nearby.

Design:

We will work with you to design your customized products. If you already have a logo and "look" for your farm we start with that. If you don't we'll start with logo design. We then work on packaging your products with one goal. To provide you with an attractive and cohesive group of products that represent your vision, are market tested. Handcrafted high quality products you'll be proud to call your own.

Deploy:

When product, labeling and packaging decisions have been finalized we will begin work on creating and packaging your products. We make your products in handcrafted batches.

Deliver:

Once your order is complete we will box and ship your order so you can start selling! If you're nearby we'll make arrangements to meet or deliver. We do what we can to save shipping costs.

Why work with us?

Quality Ingredients:

We source quality ingredients that are safe. Our products contain high levels of natural and organic ingredients. We have long standing relationships with suppliers. Every ingredient in our products is there for a reason. Nothing you don't need and no fillers. We make everything to order so you know your product is handcrafted and fresh.

Experience:

Our team has many years of experience in product development. We formulate new products to add each year. We offer expertise in packaging design, graphic design, and label printing. All done in house. Your one stop shop.

Facilities:

Creating, packaging, and storing products takes space. It might be fun in your kitchen for awhile but that isn't practical as you grow. Our facilities allow us to warehouse bulk ingredients and packaging. Passing the savings on to you and giving you more product options than you can make yourself.

Compliance:

We operate a fully licensed food processing and manufacturing facility. Products provided packaged by us on our premises are insured for product liability and covered by our licensing. No matter whose label is on the package.

Time and Money:

Your time is valuable. If you're making products you are not out there selling products. Let us make some or all of your products so you can extend your product offerings while avoiding the time, space, licensing, and expertise required to make everything yourself.

About Us:

Who:

A cohesive team that has been working together for years. Whose complimentary skills are synergistic. A team whose goal is to provide high quality and finely crafted products and support to lavender farms and related businesses like yours.

A team that believes there is more to be gained through cooperation than competition.

What:

Your one stop shop for everything lavender you can imagine and some things you probably haven't. Expertise in product formulation and development, aroma and flavor blending, graphic / package design, lavender cultivation and use, distillation and more. We also offer creative lavender field design, distillation services, and propagation.

cooperation

Where:

Wayward Winds Lavender farm is located near Newberg, Oregon. We provide lavender processing and distillation services on the farm. Our product production facility and warehouse are located just down the road in Yamhill, Oregon. We ship nationwide.

When

Whenever you are ready to launch or grow your business. Our low minimums and wide variety of products make it easy.

competition

Why:

We have over 20 years in the lavender industry. We share the knowledge we have gained and the products we innovate. We love the creativity of product development and working with others to help their businesses grow. Our private label program and the services we provide allow us to do both.

Frequently Asked Questions

How much does it cost? That depends on your choices. Products, packaging, and ingredients all influence the end price. We'll consult with you to find the right products and packaging to fit your goals and your budget. Our stock products are test marketed and proven sellers before we offer them. We only offer products to our customers that provide a profit.

Can you use our lavender in the products? That depends on the product. We can use your essential oil or bud in many of the products.

There are some products that require a process, batch size, or complexity that does not allow us to use a customer provided ingredient.

Are the products organic? We use a high level of natural and certified organic ingredients in most products. We can list the organic and natural origin of the ingredients on the product label. Even the percentage of organic content. Our facility is not certified organic so we cannot sell products as USDA Certified Organic regardless of organic content. The decision to not certify was made after a carefully considered cost / benefit analysis.

Do you sell bulk product? Yes. We sell our products bulk if you would like to package yourself and/or add your own lavender. We also sell pre packaged ready to label products if you choose to do your own labeling.

How long does it take? Repeat customer orders are typically shipped within a few days to a few weeks. Because we make everything to order, large orders sometimes take longer. First time orders can take a few weeks to several months. It will depend on the complexity of the project. Once your project is through development, subsequent orders happen faster.

How is this my product if I didn't make it? As the decision maker and the producer of the product, it is your product. You are not required to disclose the source of your private label product to the public. You can say that it's your product and even that you made it. Some customers choose to say that the product was made special just for them. It's up to you.

What is your minimum order size? Our goal is to develop successful long term relationships with our customers. We keep our minimums low so you can order as needed. We know you'll order more products as your business grows. We can work with your budget. There are some exceptions when ordering customized products. Some we can do in small batches.

Some custom products are made in larger batches and require purchase of the entire batch.

Available Products: an overview

lotions	tea blends	laundry soap
soaps	spice blends	linen water
cremes	culinary salts	carpet freshener
oils	flavored sugars	room spray
gels	flavored syrups	pet products
butters	extracts	monster spray
serums	condiments	yoga mat spray
scrubs	chocolate sauces	household cleaner
ointments	flavored honeys	spray cleaner
masks	vinegars	bug repellent
lip therapy	cookies	household cleanser
bath salts	and more	
mists		
powders		
solid perfumes		
liquid perfumes		
bubble baths		
shower gels		
liquid soaps		
massage products		
liquid soaps		
and more		

*Don't see it here?
Please ask!*

**Custom formulas, fragrances,
and flavors are available.
Please see the FAQs page.**

Some of our most popular lavender combination fragrances:
Lavender with - basil, cedar, eucalyptus, lemongrass, orange & ginger,
patchouli, peppermint, rose, rosemary, sage, sandalwood, vanilla

Some of our most popular lavender combination flavors:
Lavender with - ginger & peach, orange, lemon, pear, raspberry,
rose, violet, vanilla, peppermint, spices

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Puzzled about products?

Making lavender products takes time, facilities, equipment and expertise. Partner with us to design and produce shelf ready products unique to you. Whether one product or a complete line, we can help the pieces fall into place.

reasonable minimums
innovative products
premium ingredients
creative packaging
logo & label design
bulk products
ready to label products
short run label printing
distillation services
field design & consulting
wholesale lavender plants

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everything lavender you can imagine,
and some things you probably haven't.**



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Newberg & Yamhill, Oregon

**Your partner in all things lavender.
Our goal is your success!**