

Five Steps to Finding a Great Co-Manufacturer



Even before the latest shocks to the global supply chain, CPG brands had increasingly turned to contract manufacturers to help manage labor costs, increase operational efficiencies, and free up resources to focus on more strategic initiatives, such as new product development. Analysts expect the market to grow at a compound annual rate of 9.5% through 2030.



Confirm Production

It helps to work with a co-man already producing similar finished goods. Additionally, you might look at their existing client list. Do they typically work with larger or smaller brands? You want to ensure you'll always be a priority and that they can keep up with your production demands. And if the co-man's area of specialization aligns with your product line, they might have access to suppliers or ingredients you might not have.



Consider Location

There are two considerations here. First, it's essential to consider a partner operating near your existing manufacturing and distribution facilities. It's equally critical to consider comans operating in the region you're selling to - whether you already have operations or are planning future expansion there. Brands can save time and shipping costs, which have emerged as growing pain points in today's supply chain.



Examine Equipment

Some food and beverage brands make products that require specialized equipment. You want to ensure they have the equipment to handle your ingredients and produce your finished goods up to your specifications.



Visit Facility

An ideal way to wrap up the process, and put your mind at ease, is to make a site visit. You can check out their equipment, see how clean and organized they keep their facilities, and verify the integrity of the corporate culture and its employees. It might even be worth the time and resources to run a few test batches to see how they perform.



Mission Alignment

As you would when vetting any other supply chain partner, it's crucial to look for a co-man aligned with your mission statement and business principles. You must be able to trust your co-man, secure in the belief that you share the same values and ethics. Don't be afraid to ask for quality control records, training manuals, and facility inspection documents.

TraceGains Networked Finished Goods provide a detailed finished good spec that ties ingredient data and formulations together for seamless collaboration between brands and their partners. Get comprehensive data management and reporting tools keep track of manufacturing, sourcing, and compliance across your partnerships.