

Make or Buy?

Why Custom Formulation and Contract Manufacturing Makes Sense for Bath and Body Product Marketers

It's a moving target. What will drive excitement and growth in the bath and body product category next month or next year is anyone's guess. As a Marketer, you drive this decision. As a Research and Development manager, you are limited by your resources and budget. As a Product Development manager, you are charged with finding the latest and greatest or keeping up with the category leading brands. But, if you are constrained by the resources of your in-house Research and Development or manufacturing capabilities, your limits have been defined.

"At COUGHLAN PRODUCTS, we expand your options," says Pat Campbell, Vice President at Coughlan. According to Campbell, Coughlan's highly skilled scientific and manufacturing staff specializes in areas of technology that most in-house Research and Development and other contract manufacturers do "on-the-side" or not at all. With a focus on waterless products, Coughlan is a niche player that drives the market in this segment with innovative solutions for many of the major companies in the industry.

Recognized as the leading manufacturer of effervescent tablets for the bath, COUGHLAN PRODUCTS also formulates and manufactures a range of specialty and dry blend powders. "Whether you seek fizz for fun, water color for impact, mineral and vitamin-containing salts for therapeutic value, or sparkle to catch-the-eye, we deliver unique, finished formulations to complement your brand," says Campbell.

"Our bath products currently populate most of the major brands in the industry," says Randy Reynolds, President of COUGHLAN PRODUCTS. "More recently, our investment in technical expertise and equipment has made us a player in the hot pour segment." These skin and lip care products include balms, butters, lip glosses, and creamy body scrubs that have a consistent texture without oil on top.

However, developing the formulation is only part of your challenge. How you present your products to the marketplace depends on your package and delivery systems. "Whether you want a tea bag to hold your herb-filled bath salt, a squeezable tube for your thickened scrub, a jar with a front, back, top and/or bottom label, or need your department store unit carton over wrapped, Coughlan has made the investment to meet these and a host of other packaging needs," says Pat Campbell.

“We have made a strategic decision not to market our own brand of personal care products,” says Randy Reynolds. A mission to innovate for its customers, without conflict of interest with house-brand products, reinforces Coughlan’s commitment to the success of the marketers for whom products are developed.

Why let in-house capabilities limit your options? Whether it’s a unique product form, a manufacturing process that requires capital investment that can’t be justified by one or two line extensions or a package with distinctive requirements, contract formulation and manufacturing can be the right answer. Place COUGHLAN PRODUCTS, a leader in innovative formulation and manufacturing, at the top of your contract resource list for hot poured products, effervescent tablets and powders, bath salts, exfoliating body scrubs, bath and massage oils and other non-aqueous products.

Creating Bath & Body Products - From Concept To Customer.



For more information about COUGHLAN PRODUCTS LLC, please contact us:
357 Hamburg Turnpike Wayne, NJ 07470 ~ 973-904-1500 x15 ~ info@coughlanproducts.com