

Nutrition & Energy Bar Co-Manufacturing for Healthier Products

Clean Copack manufactures and co-packs healthy energy bars and private label protein products that are exclusively made with ethically sourced, gluten-free and plant-based ingredients.



Private Labeling vs. Co-Packing for the Nutrition Bar Industry

Learn the differences, similarities, and which one is right for your business.

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PRIVATE LABELING VS. CO-PACKING
for the Nutrition Bar Industry

Although both services result in a branded product, co-packing and private labeling are two distinctly different solutions for brands looking for a third party manufacturer to help produce their healthy snack bars. The major differences are in brand ownership, processes of production, and service pricing.

	Private Labeling	Co-Packing
WHAT YOU OWN	 Bar Private Label	 Bar Private Label
WHAT YOU DO	Private labeling is a process in which a manufacturer creates a product of its own, packages, and then packages under the customer's private label.	When a brand uses co-packing services, the manufacturer produces the customer's proprietary formula under contractual agreement and then packages it under the customer's label.
WHAT YOU GET	The customer is not asked to provide that does not benefit from a formula for their product, so are looking to sell their products for their existing bar.	The customer is not asked for brands that already have a formula for their product.
KEY DIFFERENCES	<ul style="list-style-type: none"> • It is usually sold under the manufacturer's name for the customer. • The customer is responsible for creating and packaging the product. • The customer has the right to sell the product. • The manufacturer owns ownership of the product. 	<ul style="list-style-type: none"> • The customer retains all rights and ownership of the proprietary formula. • The customer is responsible for creating and packaging the product. • The customer has the right to sell the product. • The manufacturer will design a packaging for their own use.

It started with a vision to combine healthy food with social and environmental activism into one great tasting snack. From there, we wanted to make it possible for others to do the same...

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