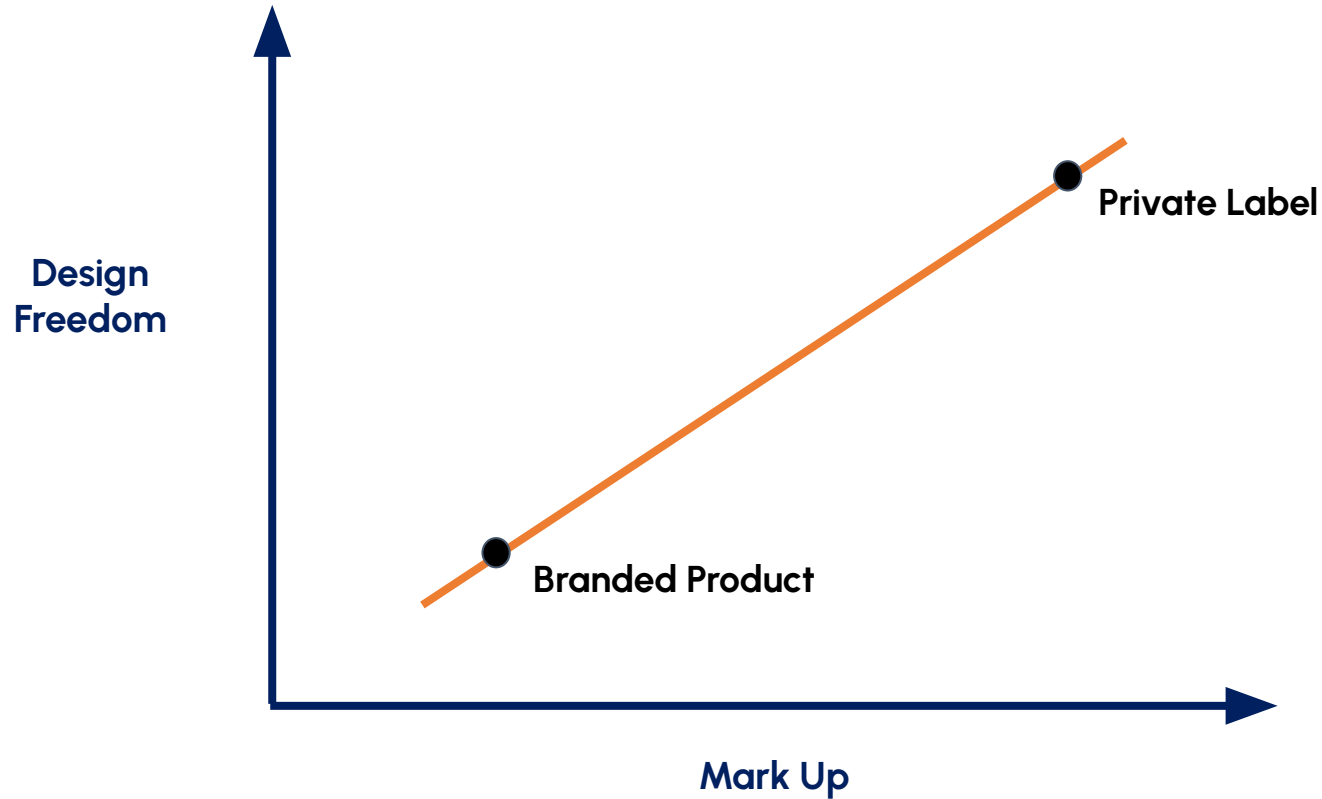


# Advantages of Private Label Product

Higher margins and full design control



Private label *complements* the existing assortment rather than competing with it

Also, the products serve as "*inflation insurance*" if and when consumers spending tightens.