

FREE GUIDE

OEM & ODM MANUFACTURING GUIDE

How combat sports manufacturing actually works — what OEM, ODM and private label mean, what drives your unit price, and what to prepare before you contact any factory.

01 — THE BASICS

OEM, ODM & PRIVATE LABEL

Three words buyers use interchangeably. They mean different things, and knowing which one you need decides how your first conversation with a factory goes.

OEM	Original Equipment Manufacturer. You bring the specification — the product, materials, colours, branding — and we manufacture it. The design decisions are yours. Most established brands work this way.
ODM	Original Design Manufacturer. You bring a concept, a reference, or a problem. Our pattern room develops the product with you: prototyping, wear-testing, refinement. You own the result.
PRIVATE LABEL	Our existing patterns, produced under your brand. The fastest and cheapest route to market. Your logo, our proven product.

WHICH ONE IS RIGHT FOR YOU?

- **New brand, limited budget, need product fast** — private label. Pick from our catalogue, add your branding, ship in weeks.
- **You know exactly what you want built** — OEM. Send your tech pack and we quote directly.
- **You have an idea but no specification** — ODM. We develop it with you. Expect a longer first cycle and a better product.

HONEST ADVICE

Most first-time brands over-engineer their first order. Start with two or three products under private label, sell them, learn what your customers actually want, then invest in OEM development.

02 — THE PROCESS

FROM INQUIRY TO CONTAINER

01 — INQUIRY	Tell us the products, rough quantities, and target market. Free, no obligation. Reply within 24–48 business hours.
02 — SPECIFICATION	We agree materials, padding, sizes, colours, branding methods and packaging. Physical material swatches are sent free.
03 — QUOTATION	Unit pricing per quantity band, sampling cost, lead time and payment terms — in writing.
04 — SAMPLING	1–3 weeks. Progress photos shared throughout. Revisions until you approve.
05 — APPROVAL	You sign off the physical sample. That sample becomes the production reference and is kept on file.
06 — PRODUCTION	3–6 weeks depending on quantity. In-line quality checks throughout, not just at the end.
07 — INSPECTION	Full batch inspection: construction, finishing, branding, packing. Report shared before shipment.
08 — SHIPPING	Air, sea or door-to-door courier. Export documentation prepared by our team.

WHAT TO PREPARE BEFORE YOU CONTACT ANY FACTORY

- Which products, and roughly how many of each.
- Your logo, in vector format if possible (.ai, .eps or .svg).
- Reference photos or products you like — competitors are fine, they help us understand.
- Your destination country and target retail price.
- Your timeline. Be honest about it; a rushed sample cycle produces a worse product.

03 — COSTS & TERMS

WHAT DRIVES YOUR UNIT PRICE

- **Material.** The single largest factor. Full-grain cowhide can cost several times what PU costs on the same pattern.
- **Quantity.** Setup cost — cutting dies, screens, embroidery digitising — is fixed. Spreading it across 500 units instead of 50 changes everything.
- **Branding complexity.** A single-colour print is cheap. Four-colour print plus embroidery plus a moulded rubber patch is not.
- **Packaging.** Poly bag and export carton is included. Custom rigid retail boxes add meaningfully to unit cost.
- **Construction.** IMF and gel padding cost more than layered foam and take longer to produce.

TYPICAL TERMS

MOQ	50 pairs or units per model for gloves and protective gear; 50 pieces per design for apparel; 30 units for bags; 100 units for accessories. Mixed sizes and colours within a model are allowed.
SAMPLING	1–3 weeks. Sample cost is quoted per product and is often credited against a confirmed bulk order.
PRODUCTION	3–6 weeks from sample approval.
PAYMENT	Typically a deposit to begin production, balance before shipment. Confirmed per order in writing.

ASK THIS

Ask any factory for the name of the material, not the marketing name. “Premium leather” means nothing. “Full grain cowhide, 1.2–1.4 mm” means something you can compare between quotes.

NEXT STEP

Build your specification in minutes using the project configurator at rainwolfsports.com/build — select products, materials, colours and branding, and receive a quotation. The consultation is free.