

Response – Question #14 – AEPA IFB #008

Private label products are typically those manufactured or provided by one company for offer under another company's brand or name. Private label goods and services are available in all industries from food to cosmetics to web hosting and are often positioned as lower cost alternatives to regional, national or international brands.

Question #14 – AEPA IFB #008

In Athletic Equipment Category, Part C Bid Forms, Section F.5.1.2C, what do you mean by "Private label" equipment is being offered?

Chris Bloomfield
Dallas Bid Department
800-527-7510x 7324
Fax#972-484-5749
[Email:bsnbid@sportsgroup.com](mailto:bsnbid@sportsgroup.com)