

Distributor Support and OEM Services from New Stone as a China SPC Flooring Wholesale Service Provider



Dezhou, Shandong Aug 27, 2026 ([Issuewire.com](https://www.issuewire.com)) - Securing a reliable supply chain in the floor covering industry requires more than simply identifying a factory with available inventory. For distributors and brand owners, navigating the procurement process involves aligning product capabilities with comprehensive channel support. Shandong New Stone New Material Co., Ltd., widely recognized as New Stone, addresses these complex channel requirements by acting as a dedicated [China SPC Flooring Wholesale Service Provider](#).

By offering a continuous business-to-business service chain, the company helps global buyers transition seamlessly from evaluating product specifications and requesting sample development to finalizing private-label packaging and sourcing presentation materials. This integrated approach ensures every phase of a project is supported by a stable wholesale product base alongside robust OEM and ODM capabilities. Through specialized services such as color matching, carton, label, and catalog design, as well as the creation of custom sample books and display boards, procurement evolves from a transactional inquiry into an executable strategic channel support workflow.

Wholesale SPC Starts with a Defined Product and Specification Base

Building a distribution channel begins with a verifiable product foundation rather than generalized service promises. For New Stone, distributor support is anchored in a quantifiable SPC Flooring Wholesale product matrix. The core wholesale offerings utilize an advanced click-lock structure designed for efficient, glue-free installation across residential and commercial office spaces. Before discussing branding or packaging customization, channel partners can evaluate these foundational technical attributes to ensure the materials meet their target market demands.

The product features a resilient waterproof surface combined with an anti-scratch wear layer, providing necessary durability for high-traffic environments while simplifying maintenance for end users. To facilitate accurate sampling and precise quotation requests, the company maintains a transparent specification structure. Popular thickness options range from 4.0 to 7.0mm, supported by a high-density core measuring 1.95 to 1.97g/cm³. These configurations are paired with either a 0.3mm or 0.5mm wear layer, giving distributors a solid starting point to construct their product matrix and align procurement strategies with verifiable factory capabilities.

OEM and ODM Connect Product Requirements with Factory Execution

The true value of OEM and ODM lies in integrating unique client requirements directly into an established manufacturing environment. At [New Stone](#), these capabilities are not treated as isolated labeling tasks but as components of comprehensive one-stop full-process factory services.

The company leverages more than ten years of experience as an established SPC Flooring Manufacturer to ensure individualized requests are supported by standardized execution. This structured approach begins with preliminary solution consultation, where partners outline operational goals, and advances through personalized customization designed for specific market preferences.

Once specifications are finalized, the workflow moves seamlessly into large-scale production, reinforced by precise delivery logistics and an after-sales guarantee. By utilizing automated production equipment, the facility maintains rigorous control over every manufacturing phase, from initial raw material selection and formula research to precision compression molding, surface treatment, and final inspection and packaging. This end-to-end integration ensures customized wholesale orders achieve the same quality as standard production runs.

Color Matching and Sample Development Reduce Approval Friction

Visual communication often presents challenges during the transition from product conceptualization to mass production. Misaligned expectations regarding finishes and textures can lead to costly delays. To mitigate these risks, the factory implements a stringent pre-production verification process. Before any formal order is placed, channel partners can use specialized color matching and sample development services to solidify their design expectations. This proactive approach includes detailed decorative-film color calibration, allowing buyers to verify the exact aesthetic before introducing the flooring to their showroom or clients.

By establishing a confirmed physical benchmark early in the collaboration, the factory eliminates ambiguity in visual requirements. The ultimate objective of these development steps is to guarantee consistent color and stable texture across mass-produced batches. For distribution channels that rely on long-term inventory replenishment or require identical visual characteristics across multiple display locations, this commitment to batch-to-batch uniformity is critical for maintaining brand integrity.

Private-Label Packaging Extends Support Beyond the Flooring Plank

A truly effective wholesale partnership extends support beyond manufacturing the physical product itself. To help clients build a cohesive market presence, the distributor support system encompasses a full suite of packaging and brand presentation elements.

The company provides dedicated packaging paper design services, including comprehensive packaging visual conception tailored to the target demographic. This service covers precise graphic and text layout optimization, strategic brand logo embedding, and accurate size adaptation to fit various plank dimensions securely.

By integrating these design functions, private-label projects can synchronize physical product specifications with their outward market appearance. The factory further customizes the delivery package by offering bespoke side product labels, distinctive product name stickers, and accurate specification tags. Consolidating these components into a single delivery package removes the operational disconnect that occurs when a buyer must seek independent packaging design and label printing after the flooring is manufactured. This synchronized approach accelerates time to market and ensures professional brand presentation.

Sample Books and Display Boards Support Channel Sell-In

Securing inventory is only the first step for a successful distributor; the subsequent challenge is effectively presenting the product to contractors, retailers, and end consumers. To facilitate this crucial sell-in phase, the factory extends its service capabilities into physical and digital sales materials. The production of professional sample books and portable hand-held display boards allows distributors to translate confirmed flooring configurations into compelling presentation tools.

These materials can be fully customized, with specific adjustments made to the layout and dimensions based on the client's promotional strategy. By embedding the partner's brand logo and detailed product information directly onto the boards, material swatches are transformed into persuasive commercial communication assets ready for showroom placement or client site visits.

Additionally, the facility supports digital sales efforts by generating high-resolution renderings of selected designs. These digital assets are optimized for use as online store main images, detailed e-commerce product pages, offline marketing brochures, and exhibition display kits, bridging the gap between physical sampling and digital merchandising.

A Spec-Led Inquiry Creates the Next Distributor Workflow

Initiating a productive partnership requires a structured approach to communication that moves beyond generic pricing requests. The wholesale cooperation model is designed to transform detailed buyer inputs into an actionable project workflow. By structuring initial consultations around concrete technical requirements, buyers can systematically navigate subsequent phases of product screening, sample confirmation, and OEM packaging alignment.

When initiating contact, prospective partners are encouraged to provide specific data points, including exact size dimensions, preferred color palettes, core materials, and any other specific requirements related to the target market. This specification-led inquiry framework provides a highly functional starting point for defining the scope of work. By focusing the initial conversation on measurable product attributes and branding objectives, both parties can establish a clear technical baseline before

negotiating the more nuanced commercial terms of the agreement.

Industry professionals seeking to leverage this comprehensive manufacturing and support infrastructure can initiate their customized procurement workflow by exploring the complete range of products and services directly through the official website at <https://www.newstonefloor.com/>



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