



Who or What is IMPACT?

IMPACT is a private label brand that is exclusive to COLORMATCH in our market area. These products are high-quality items that are purchased in bulk through an industry consortium and custom labeled for us. In business, this process is referred to as 'private labeling'. Sometimes private label products are exactly identical or equivalent to those of name brands. For example, IMPACT sells acetone, which is an organic compound with the formula $(\text{CH}_3)_2\text{CO}$. Acetone is the same thing, no matter who produces it, or who sells it.

Similarly, some IMPACT products are actually purchased from the brand-name manufacturer in bulk, then packaged and sold under another identity. The manufacturer benefits from both selling the product under their brand name and selling it in bulk to a reseller, because they move more product and reach a broader audience. Although they may be competing against their own product in the marketplace, their manufacturing cost remains the same and their sales increase.

You have the choice of buying an expensive brand name product and paying a premium price for it, or you can buy an equivalent or identical private labeled product and save some money. Why pay more for something, because it has a special brand name attached to it? Instead, why not try IMPACT products from COLORMATCH and see if you can tell the difference?