Since 1989, MainFilter’s commitment to our customers has meant delivering excellent customer service, quality products and having the largest selection in North America.

You have our word on it.
Once you sell a piece of equipment, selling after market parts lets you keep in contact with your customers and provides you with another stream of revenue between those new big orders.

One way to ensure that your customers only call you for a replacement part is to have your own private brand.

When it comes to hydraulic filters, MainFilter has you covered and can put your information on almost any filter we manufacture. All you have to do is provide us with a list of the filter part numbers (and their brands) you currently put into the equipment you manufacture and we’ll do the rest!

Private branding is a valuable tool because all the information on the part points back to you.

For your customer to get that filter from another source would mean taking it to an industrial supply shop, then trying to figure out the dimensions, flow rates, micron ratings, etc.

Why put them through that trouble when your phone and part number to re-order are on the filter?

Guarantee repeat business by putting your branding on our product!
currently private brands more than 100 OEMs and competitive filter manufacturers

Main Filter Inc.
Hydraulic Filter Manufacturers
What does private branding involve?

Laser engraving your information on the filter

![Laser engraving example](image)

**We laser engrave:**

- Your Company Name and logo
- Your phone number or website (so the customer can re-order)
- Your part number (If you don’t have one, we can generate one for you)

By engraving onto the plastic or metal end caps, it ensures that the information stays permanent in all conditions as opposed to traditional ink marking.

**MainFilter** can engrave your logo, part number, phone number or any other pertinent information that you may request with the only consideration being space limitations.

Customizing the Label

**MainFilter** packages all of our filters in plain brown boxes. We can customize the label that goes on the box with:

- Your Company Name and logo
- Your part number and bar code (we can generate these for you if you don’t already have part numbers assigned to your filters)
- Your website, phone number, address, retail pricing… whatever you want!
- We can also print a description of the product (ex. “Replacement filter for XYZ Machine”) to make it easy to identify for both your parts department and your customers.
Perhaps more than any other after market part you supply, filter elements offer the greatest potential benefit from private branding. Unlike other parts that need to be replaced occasionally from wear and tear, replacing filters is a part of general maintenance that goes on for years after your customers have made their initial purchase from you.
During the assembly process of a new piece of equipment, the filter that is installed is your brand of hydraulic filter.

When your customer goes to do regular maintenance on their equipment, they will see that the replacement filter they need is only available from you. A distributor would not recognize the part number because it is not a competitive filter companies part number, it's your number!

Your customer will have to come to you for a replacement and therefore you are capable of capturing their business for as long as they own their equipment.

The potential increase that can come from selling more maintenance replacement parts (like filters) will add to your bottom line and increase profits!

What “Hidden” Costs are involved?

None! In fact, you’ll find that purchasing from MainFilter will save you money.

We keep prices down by continually searching for the highest quality components at the lowest costs.

Production costs are further minimized due to the fact that MainFilter owns all of the tooling necessary for production in house, so the savings are passed on to you.

"We specialize in producing quality private branded filters."

The extras we provide, like laser engraving and custom package labeling, are built into our prices.
Packaging Options

**MainFilter** can package elements for bulk shipments or we can individually box elements depending on your specific requirements.

Flexible Shipping & Warehousing

We can ship filters to you in a bulk shipment or on a prearranged weekly or monthly schedule.

**MainFilter** can drop ship orders directly to your customers with or without your packing slips included if desired.

We can also house your elements at our facility and ship the filters as you need them.

Utilizing these options can save on transportation expenses and the need to find additional storage at your facility.
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