

How a Premium Wellness Brand Streamlined Sourcing for Copper-Infused Home Essentials

Identifying High-Quality, Cost-Efficient Suppliers for Scalable Product Expansion

Copper-infused textiles are an emerging category in the wellness market, but sourcing them requires strict supplier verification, specialized material capabilities, and consistent documentation. Factories must demonstrate not only craftsmanship but also validated copper-infusion processes, transparent production workflows, and competitive pricing.

Move Supply Chain partnered with a premium wellness brand to execute a comprehensive sourcing initiative covering **copper-infused silk pillowcases** and **copper-infused Turkish/Egyptian cotton towels**. Through a structured, data-driven workflow, we identified, evaluated, and shortlisted qualified vendors capable of supporting the brand's product expansion.



The Challenge:

Sourcing Specialized, High-Quality Materials

Industry: Premium Wellness & Home Goods



Within the broader sourcing initiative, Move Supply Chain also executed a focused supplier validation program for the brand's copper-infused towel and silk lineup. The goal was to identify **1 to 3 fully vetted luxury manufacturers** that met requirements for copper infusion, quality, MOQs, and cost, while benchmarking the existing silk supplier for material integrity and pricing. This gave the brand a clear view of which partners could reliably execute specialized copper treatments at scale with the right balance of flexibility and control.

The program addressed key bottlenecks: limited towel suppliers that met both technical and MOQ thresholds, unclear visibility into true infusion capabilities, unresolved questions around the incumbent silk vendor's material claims, and inconsistent quality control. By incorporating tariff and logistics analysis, third-party inspections, and considerations for future textile categories, the initiative established a practical roadmap for building a resilient, premium supply base to support long-term product development.

Objectives

- Source high-quality, cost-efficient manufacturers for copper-infused silk and cotton
- Validate suppliers for pricing targets, MOQs, lead times, and quality alignment
- Provide a vetted shortlist and documentation for seamless sampling and factory visits

Key Obstacles

- Limited suppliers capable of **true copper infusion** on cotton towel substrates
- Some factories outsourcing infusion to partner facilities, limiting on-site visibility.
Scarcity of **Turkish and Egyptian cotton** manufacturers within China
- High per-color MOQs exceeding target thresholds

Strategic Sourcing Optimization Approach

With clear objectives set, our team implemented a structured supplier engagement strategy to ensure every evaluation, comparison, and negotiation delivered measurable outcomes.



Targeted Supplier Discovery

Assessed **83 global suppliers** and evaluated capabilities related to raw materials, infusion technology, pricing structures, and production transparency.



Cost & Lead Time Optimization

Benchmarked suppliers against the client's existing COGS and identified opportunities for faster production cycles and alternative pricing models.



Flexible Sourcing Options

Prioritized vendors that could support smaller MOQs, multiple colorways, and scalable production volumes.



Documentation & Compliance Alignment

Reviewed certifications, testing capabilities, and copper-content validation requirements to ensure product integrity.



Data-Driven Vendor Comparisons

Created a comprehensive supplier tracker recording status, responsiveness, pricing, lead times, and capability assessments.

Results: A Clear, Confident Path to Sourcing

Shortlisted & Vetted Vendors

Delivered a refined shortlist of suppliers that met the brand's standards for:

- **Material quality**
- **Verified copper-infusion method**
- **Lead time improvements**
- **Target pricing**
- **MOQ flexibility**

Each shortlisted vendor included a complete information pack with pricing, lead times, contact details, and reference links. Suppliers highlighted in green represented top options for both silk pillowcases and cotton towels.

Quantitative Sourcing Insights

- **83 total suppliers** engaged and evaluated
- Full tracking of supplier status, documentation, and capability scoring
- COGS benchmarking to identify cost-saving opportunities and manufacturing efficiencies

Why This Matters

By leveraging Move Supply Chain's structured sourcing workflow, the brand is now positioned to:

- Reduce uncertainty in a highly specialized product category
- Accelerate development through transparent, vetted supplier options
- Improve cost efficiency while maintaining premium quality standards
- Scale confidently with partners capable of long-term production support
- Validate copper content through controlled sampling and testing

With the right vendor foundation in place, the brand is equipped for sustained growth in the functional textile market.

Next Steps

With a vetted shortlist of luxury towel and silk suppliers, the next phase is **structured sampling and quality assurance prior to any purchase orders**. Move Supply Chain will prepare **clear sampling briefs, manage development and pre-production samples, and coordinate independent lab testing** to confirm copper content, fabric composition, durability, and overall performance. In parallel, Move Supply Chain will establish QA protocols, inspection checkpoints, and acceptance criteria that can be applied consistently across all new production.

This phase is designed to validate technical fit and reduce risk ahead of initial bulk orders. A disciplined sampling and QA process typically results in fewer defects, smoother first shipments, and faster paths to stable, repeatable production. For this brand, it will provide a confident supplier decision for copper-infused textiles and a practical QA framework to support ongoing growth and future category expansion.



Looking to Optimize Your Supply Chain?



movesupplychain.com



hello@movesupplychain.com

Whether you need to strengthen supplier relationships, negotiate better terms, or build a more agile sourcing strategy,

Move Supply Chain can help.

Let's connect!