LeelineToys

FACTORY TEMPLATE · PLUSH TOYS

Custom Plush Toy RFQ
Template & Tech-Pack Checklist

For Toy Brands, DTC Sellers & Crowdfunding Creators

> Use this template to quote a custom plush toy without guessing. It pairs the RFQ field sheet a factory needs with the tech-pack checklist and the quote comparison columns from our 8-step RFQ guide. Fill every field before you send — a blank line becomes the factory's assumption.

300–500	5–7	45+
UNIT MOQ PER DESIGN	DAY PROTOTYPES	COUNTRIES, SHIPPED DDP

LeelineToys — Direct Plush Toy Manufacturer
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1 RFQ Field Sheet — Fill Every Line

If a line is blank in your email, the factory fills it in for you — and prices against its own assumption.

FIELD	WHAT TO WRITE
Product & market	Product name, destination country or region, and retail channel (Amazon FBA, retail shelf, DTC, promo gift)
Age grade & user	Two words are enough — but never guess. Age grade sets the small-parts limits, labels and test package
Intended use	Toy, collectible, promotional item or licensed character. Each carries different compliance scope
Launch window	Target arrival date and any hard retail deadline. Freight mode follows from this line
Delivery term	EXW, FOB or DDP. State the landed-cost basis you want quoted
Quantities by phase	Prototype, pilot run and mass production — three separate numbers
Size & tolerance	Finished height and width in cm, plus the tolerance you will accept
Fabric spec	Fabric type, pile height, GSM and a Pantone/PMS colour reference
Stuffing spec	Stuffing type, fill density and target finished weight
Decoration	Embroidery, print and appliqué — with stitch counts, layer counts and print area
Packaging	Retail box, polybag, mailer or FBA prep, plus required labels and barcodes
Compliance scope	Market standards to quote against, and who holds CPC or CE responsibility
Approval owner	One named person who approves samples, and the response window you expect
Timelines	Sample and bulk lead times in writing — including what each one depends on

2 Tech-Pack Checklist — Could a Second Factory Quote From This File Alone?

If the answer is no, the pack is incomplete. Each box below removes one guess.

- [ ] **Front, back, side and top views**
  The top view is the one buyers skip most often — and the one that decides gusset depth and head shape.
- [ ] **Finished dimensions in cm, with tolerances**
  Height, width and depth, each with a stated acceptable range.
- [ ] **Draft BOM**
  Fabric and GSM, stuffing density, trims, accessories and target compliance markets — one line per component.
- [ ] **Embroidery, print and seam maps**
  Placement measured from a named seam, not "on the left side". Include stitch counts and layer counts.
- [ ] **Pantone/PMS references for every colour**
  Colour names are ambiguous across mills and screens; numbers are not.
- [ ] **Special-construction callouts**
  Hidden seams, weighted inserts, sound modules, jointed limbs, removable outfits, mixed-material panels.
- [ ] **Packaging notes**
  Polybag, hangtag, retail box, carton count and any e-commerce labelling.
- [ ] **Vector artwork, plus labelled reference samples**
  Accept a layered raster backup. Reference photos must carry names and measurements — not just arrows.

3 Quote Structure — Sample and Bulk in Separate Tables

One table that mixes prototype and mass-production pricing hides the MOQ logic

TABLE	LINE ITEMS THE QUOTE MUST SHOW
Sample quote	Prototype fee · revision rounds included · sample freight · embroidery digitising · sample lead time and what it depends on
Bulk quote	MOQ per design, colour and size · quantity-tier pricing · material and trim minimums · testing · packaging · inspection · bulk lead time and its dependencies
Compliance lines	Testing fees · documentation · label setup · tracking-label requirements · retest assumptions after any material change
Mandatory line	"List every assumption, exclusion, material substitution, revision limit, sample-fee refund term and item not included in the unit price."

A new fabric may carry a minimum dye lot. A new trim may carry its own MOQ. A new colourway may require a minimum print run — so always ask for the MOQ per colourway and the surcharge for splitting a dye lot.

4 Quote Comparison Sheet — One Row per Supplier

Plush is volumetric: carton size and compression move the total more than the unit price

SUPPLIER	UNIT PRICE (DDP)	SAMPLE + TESTING	CARTON / FREIGHT	NOTES & GAPS
Supplier A				
Supplier B				
Supplier C				

Record carton dimensions, units per carton and gross weight for every reply. Convert every quote to landed cost — never rank suppliers by EXW or FOB sticker price alone. For Amazon FBA, add barcode, polybag and carton compliance to the matrix.

5 Compliance Questions and Red Flags

Ask these in writing, before you compare prices

Who books the lab?
A named party and a named accredited laboratory. "We handle everything" is not an answer.

Who pays the lab fees?
Free testing is not free — the fee is either in the unit price or in a report you do not own.

Who receives the full reports?
The importer of record should hold the complete report and the certificate, not a summary sheet.

What triggers a retest?
Any change of material, trim, stuffing, factory or print method. Get this written into the change-control terms.

- [ ] **Red flag: a very low price with no breakdown and no exclusions**
  The missing cost usually reappears as a surcharge, a freight invoice or a downgraded material.
- [ ] **Red flag: "testing included" or "all certificates included" with no scope**
  Ask which standard, which lab, which report number and whose name is on the certificate.
- [ ] **Red flag: refusal to video-audit the factory floor**
  A production partner should be able to show you the line the order will run on.
- [ ] **Red flag: a one-line reply with no clarifying questions**
  Serious factories ask questions in 2–3 days. The problem is empty content, not speed.
- [ ] **Red flag: vague sample terms and silent substitutions**
  Revision rounds, refund terms and substitution approval must be in writing.

Send us your sketch for a free quote review

We will tell you what is missing from your RFQ before you send it to anyone.

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