OEM vs ODM for Water Purifiers: Which Fits You

Buyer action checklist — print & use

Checklist

1. Decide: differentiation (OEM) vs speed (ODM) — write down why.
2. For OEM: get tooling quotes itemized (mold cost, who owns molds, maintenance terms).
3. For ODM: ask which parts are customizable (housing, PCB program, filter mix, packaging).
4. Clarify certification ownership for your target market before signing.
5. Lock the BOM: which membrane brand, which fittings, substitutable or fixed.
6. Put exclusivity (if any) and IP ownership in writing — not in chat messages.