

# DiscHound Supplier & Dropshipping Setup Guide

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## Executive Summary

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This Computer Usede walks you through setting up automated order fulfillment with NFC sticker suppliers, so when customers buy from DiscHound, the product ships directly to them without you holding inventory.

**Goal:** Zero inventory management - Customer orders → Supplier ships → Customer receives product → You keep profit margin

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## Recommended Suppliers

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Based on extensive research, here are the best NFC sticker suppliers with dropshipping capabilities:

### Option 1: Tap Tag (RECOMMENDED - Best for Dropshipping)

#### Why Choose Tap Tag:

-  **Dedicated dropshipping program** with 1-2 day turnaround
-  **US-based** (New York) - Fast domestic shipping
-  **White-label packaging** - No supplier branding
-  **Custom encoding** - Program NFC tags with your URLs
-  **Shopify integration** - Automated order forwarding

#### Contact Information:

- **Website:** <https://taptag.shop/pages/white-label-nfc-items-digital-business-cards>
- **Setup:** Email their support team to start dropshipping program
- **Phone:** Check website for current contact info

#### Pricing Structure:

- **Setup Fee:** \$50-\$75 per product (one-time)
- **Base Cost per Unit:** Contact for wholesale pricing

- **Shipping:** FREE US shipping over \$30, International \$20-30
- **Your Markup:** You set retail price (suggested 2.5-3x markup)

#### **Products Available:**

- NFC business cards
- NFC stickers/tags
- NFC keychains
- Custom shapes and sizes

#### **How It Works:**






1. You create product listing on their platform or your Shopify store
2. Customer orders from DiscHound.com
3. Order automatically forwards to Tap Tag (via Shopify or manual email)
4. Tap Tag ships in unbranded packaging within 1-2 business days
5. Customer receives product, never knows about Tap Tag
6. You keep the profit margin

#### **Affiliate Program:**

- 15% commission on referred sales
- Can be combined with dropshipping for additional revenue

## **Option 2: GoToTags (Best for Volume)**

#### **Why Choose GoToTags:**

-  **High-quality manufacturing** - Industry leader
-  **Volume pricing** - Excellent for scaling
-  **Global shipping** from multiple locations
-  **Encoding services** included
-  **Corporate purchasing tools**

#### **Contact Information:**

- **Website:** <https://store.gototags.com/>
- **Email:** [sales@gototags.com](mailto:sales@gototags.com) (check website)
- **Request:** Ask about “dropshipping partnership” or “reseller program”

#### **Pricing Structure:**

- **Per Unit Cost:** \$0.24-\$0.43 for bulk (500+ units)
- **Encoding:** Included
- **Shipping:** Volume-based, quick turnaround
- **Your Markup:** 2.5-3.5x for healthy margins

#### **Products Available:**

- Blank NFC stickers (all chip types: NTAG213, NTAG215, NTAG216)
- Custom printed tags
- Various materials (paper, PVC, PET)
- Waterproof options

#### **How It Works:**

1. Contact GoToTags to set up reseller account
2. Negotiate dropshipping terms (may require pre-ordering bulk)
3. When customer orders, forward to GoToTags with shipping info






4. GoToTags fulfills order
5. Track shipments through their system

**Note:** GoToTags may require higher minimum orders than Tap Tag, so best for scaling after initial launch.

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## Option 3: Seritag (Best for International)

### Why Choose Seritag:

-  **UK-based** with worldwide delivery
-  **Huge stock** (1M+ tags in inventory)
-  **Custom printing** and encoding
-  **Fast shipping** globally
-  **Tag management software** (Ixxio)

### Contact Information:

- **Website:** <https://seritag.com/>
- **Email:** Contact via website form
- **Request:** "White-label dropshipping for ecommerce"

### Pricing Structure:

- **Per Unit Cost:** Competitive bulk pricing
- **Encoding/Printing:** Custom quotes
- **Shipping:** Worldwide, economy and express options
- **Your Markup:** 2.5-3x recommended

### Products Available:

- NFC labels and stickers
- All chip types (NTAG, Mifare, etc.)
- Custom sizes and shapes
- Authentication tags

### How It Works:






1. Setup account with Seritag
2. Discuss dropshipping arrangement
3. Place orders with customer shipping addresses
4. Seritag ships directly
5. Use their tag management software for tracking

**Note:** UK shipping may add cost/time for US customers. Best for international expansion.

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## Option 4: Alibaba/AliExpress (Budget Option)

### Why Consider Alibaba:

-  **Lowest cost** per unit (\$0.08-\$0.20)
-  **Massive selection** of suppliers
-  **Dropshipping programs** available
-  **Longer shipping times** (2-4 weeks)
-  **Quality varies** - Order samples first!

**How to Use:**

1. Search “NTAG215 NFC sticker wholesale dropship”
2. Filter for “Gold Suppliers” with good ratings
3. Contact 3-5 suppliers, request samples
4. Negotiate dropshipping terms (many offer it)
5. Test quality before committing

**Recommended Suppliers:**

- **ZBTECH** (<https://www.rfidntag.com/>) - Reliable manufacturer
- **MoreRFID** - Custom NFC tags
- Filter for suppliers with “Trade Assurance”

**Dropshipping Platforms:**

- **Dropship China Pro** - Handles sourcing and fulfillment
- **Eprolo** - Automated dropshipping with quality control

**Pricing:**

- **Per Unit:** \$0.08-\$0.20 (MOQ: 100-500 units)
- **Shipping:** \$5-15 per order (ePacket)
- **Lead Time:** 15-30 days
- **Your Markup:** 3-5x due to longer shipping

**When to Use:** After validating product-market fit with US suppliers, switch to Alibaba to maximize margins.

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## Supplier Comparison Matrix

Feature	Tap Tag	GoToTags	Seritag	Alibaba
<b>Setup Difficulty</b>	Easy	Medium	Medium	Hard
<b>Dropship Ready</b>	✅ Yes	⚠️ Negotiate	⚠️ Negotiate	⚠️ Varies
<b>Ship Time (US)</b>	1-2 days	3-5 days	7-10 days	15-30 days
<b>Cost per Unit</b>	\$\$	\$\$	\$\$	\$
<b>Quality</b>	★★★★★★	★★★★★★	★★★★★★	★★★★
<b>Custom Branding</b>	✅ Yes	✅ Yes	✅ Yes	✅ Yes
<b>Encoding</b>	✅ Included	✅ Included	✅ Included	⚠️ Extra
<b>Min Order (Dropship)</b>	1 unit	10-50 units	10 units	100 units
<b>Best For</b>	Launch	Scale	International	High margin



## Step-by-Step Onboarding

### Phase 1: Initial Contact (Week 1)

#### Day 1-2: Contact Suppliers

1. Email Tap Tag (priority #1):

...

Subject: Dropshipping Partnership for NFC Sticker E-commerce Store

Hi Tap Tag Team,

I'm launching DiscHound, an e-commerce store selling NFC disc golf tracking stickers. I'm interested in your white-label dropshipping program.

My requirements:

- NFC stickers (NTAG215/216 preferred)
- 30mm-35mm circular stickers, waterproof
- Custom encoding with unique URLs
- Dropshipping to US customers
- Estimated volume: 50-200 units/month initially

Can you provide:

1. Wholesale pricing for dropshipping
2. Setup fees and process

3. Turnaround times
4. Shopify integration details
5. Sample products

Looking forward to partnering!

[Your Name]  
DiscHound.com  
^^^

1. Email GoToTags (backup):  
^^^

Subject: Reseller/Dropshipping Inquiry for NFC Tags

Hello,

I'm launching a disc golf NFC tracker store and need a reliable supplier for dropshipping.

Requirements:

- NTAG215 NFC stickers, waterproof, 30-35mm round
- Encoding capability
- Direct-to-customer shipping (dropship)
- Volume: Starting 50-100 units/month

Please share:

1. Reseller/dropshipping programs
2. Wholesale pricing tiers
3. Lead times
4. Sample pack options

Thank you!

[Your Name]  
^^^

1. Email Seritag (international backup):
  - Use similar template as GoToTags
  - Emphasize global shipping capability

### **Day 3-5: Order Samples**

- Order 5-10 sample stickers from each supplier
- Test:
  - ☒ NFC read range
  - ☒ Waterproofing (submerge in water 24hrs)
  - ☒ Adhesive strength (stick to disc, test throw)
  - ☒ Durability (scratch test, UV exposure)
  - ☒ Encoding quality (scan 10+ times)

### **Day 6-7: Evaluate & Negotiate**

- Compare sample quality
  - Negotiate pricing based on projected volume
  - Request formal dropshipping agreement
-

## Phase 2: Setup Dropshipping (Week 2)

### Step 1: Finalize Supplier Contract

#### - Get in writing:

- Wholesale pricing (per unit)
- Setup/monthly fees
- Turnaround time guarantee
- Return/refund policy
- Packaging requirements (unbranded)
- Encoding process (how to submit URLs)

### Step 2: Integrate with DiscHound Store

#### Option A: Shopify Integration (Tap Tag)

1. In Vercel, add environment variable:

`TAPTAG_API_KEY=your_api_key_here`

2. Update order confirmation API to forward orders:

- File: `/app/api/orders/route.ts`
- Add Tap Tag API call after Stripe success
- Send customer name, address, product SKU, encoding data

#### Option B: Email Automation (All Suppliers)

1. Install email service (Sendgrid, AWS SES)
2. After order success, auto-send email to supplier:

...

To: fulfillment@supplier.com

Subject: DiscHound Order #[ORDER\_ID]

New Order for Dropship:

Customer Name: [NAME]

Shipping Address: [ADDRESS]

Product: [SKU]

Quantity: [QTY]

Encoding URL: [https://disc.hound.com/track/\[ORDER\\_ID\]](https://disc.hound.com/track/[ORDER_ID])

Ship unbranded. Tracking number to: orders@diskhound.com

...

#### Option C: CSV Export (Manual Start)

1. Daily at 9am, export orders from database
2. Upload to supplier portal or send via email
3. Supplier processes batch shipment

### Step 3: Setup Product Encoding

- Each NFC sticker needs unique URL
  - URL format: `https://diskhound.com/track/[ORDER_ID]-[STICKER_NUM]`
  - Create tracking page that shows:
    - "This disc belongs to [OWNER]"
    - Contact form to reach owner
    - Lost & Found instructions
-

## Phase 3: Test Orders (Week 3)

### Run 3-5 Test Orders:

1. Place order on DiscHound.com (test Stripe mode)
2. Forward to supplier manually
3. Verify:
  - ☒ Order received by supplier
  - ☒ Shipped within promised time
  - ☒ Unbranded packaging
  - ☒ NFC encoding works (scan sticker)
  - ☒ Tracking number provided
  - ☒ Stickers arrive intact

### Fix Any Issues Before Launch:

- Packaging not unbranded? → Request adjustment
- Encoding wrong? → Clarify URL format
- Slow shipping? → Discuss faster options



## Order Fulfillment Automation

### Automated Workflow (Recommended)

```

Customer Order
  ↓
Stripe Payment Success
  ↓
Create Order in Database
  ↓
Generate Unique NFC URLs
  ↓
Send Order to Supplier API/Email
  ↓
Supplier Processes & Ships
  ↓
Tracking Number Returned
  ↓
Update Order Status + Email Customer
  ↓
Customer Receives Product
  ↓
NFC Tag Scans → DiscHound Tracking Page
  
```

## Implementation

**File:** `/app/api/orders/route.ts`

Add supplier fulfillment function:



```

async function fulfillOrder(order: Order) {
  // Generate encoding URLs
  const encodingURLs = order.orderItems.map((item, index) => {
    return `https://diskhound.com/track/${order.id}-${index + 1}`;
  });

  // Format shipping address
  const shippingAddress = `
${order.shippingAddress}
${order.city}, ${order.state} ${order.zipCode}
${order.country || 'USA'}
`.trim();

  // Send to supplier (example: Email)
  await sendEmail({
    to: process.env.SUPPLIER_FULFILLMENT_EMAIL,
    subject: `DiscHound Order #${order.id}`,
    body: `
New Dropship Order

Order ID: ${order.id}
Customer: ${order.customerName}
Email: ${order.email}
Phone: ${order.phone}

Shipping Address:
${shippingAddress}

Products:
${order.orderItems.map((item, i) => `
  - ${item.quantity}x ${item.product.name}
  - Encode with: ${encodingURLs[i]}
`).join('\n')}`

Total: $$${order.total.toFixed(2)}

Please ship unbranded and provide tracking number.
`;
  });

  // Update order status
  await prisma.order.update({
    where: { id: order.id },
    data: { status: 'PROCESSING' }
  });
}

```

#### Add to your order creation:

```

// After successful payment
const order = await prisma.order.create({...});
await fulfillOrder(order);

```

## Tracking Updates

Create webhook endpoint for supplier to send tracking numbers:

**File:** /app/api/orders/tracking/route.ts

```
export async function POST(request: Request) {
  const { orderId, trackingNumber, carrier } = await request.json();

  // Verify secret key
  const authKey = request.headers.get('Authorization');
  if (authKey !== process.env.SUPPLIER_WEBHOOK_SECRET) {
    return Response.json({ error: 'Unauthorized' }, { status: 401 });
  }

  // Update order
  await prisma.order.update({
    where: { id: orderId },
    data: {
      status: 'SHIPPED',
      trackingNumber,
      carrier
    }
  });

  // Email customer
  await sendShippingEmail(orderId);

  return Response.json({ success: true });
}
```

Give this endpoint to your supplier:

```
POST https://diskhound.com/api/orders/tracking
Authorization: Bearer YOUR_SECRET_KEY

Body:
{
  "orderId": "cm3abc123",
  "trackingNumber": "1Z999AA1234567890",
  "carrier": "UPS"
}
```

## Pricing Strategy

### Cost Breakdown (Example with Tap Tag)

#### **Starter Pack (5 stickers) - \$9.99**

- Cost per sticker: ~\$1.50
- Cost for 5: \$7.50
- Shipping: Included in supplier cost
- **Profit:** \$2.49 (25% margin)

#### **Standard Pack (10 stickers) - \$19.99** ★ BEST VALUE

- Cost per sticker: ~\$1.30 (volume discount)
- Cost for 10: \$13.00
- **Profit:** \$6.99 (35% margin)

**Pro Bundle (25 stickers) - \$39.99**

- Cost per sticker: ~\$1.10
- Cost for 25: \$27.50
- **Profit:** \$12.49 (31% margin)

**Margin Optimization****Negotiate Better Pricing:**

- At 100 units/month → Request 10% discount
- At 500 units/month → Request 20% discount
- At 1000 units/month → Request 30-40% discount

**With 30% Discount:**

- Starter Pack cost: \$5.25 → **Profit: \$4.74 (47% margin)** 🎯
- Standard Pack cost: \$9.10 → **Profit: \$10.89 (54% margin)** 🎯
- Pro Bundle cost: \$19.25 → **Profit: \$20.74 (52% margin)** 🎯

**Target Margins:**

- Minimum viable: 25-30%
- Healthy: 40-50%
- Excellent: 50%+

**Product Specifications****NFC Sticker Requirements**

Send these specs to your supplier:

**Technical Specs:**

- **Chip:** NTAG215 or NTAG216 (ISO 14443A)
- **Frequency:** 13.56 MHz
- **Memory:** 504-888 bytes
- **Read Range:** 3-10cm
- **Protocol:** NFC Type 2

**Physical Specs:**

- **Size:** 30mm or 35mm diameter (round)
- **Material:** PVC or PET (waterproof)
- **Adhesive:** 3M or equivalent, strong hold
- **Thickness:** 0.3-0.5mm
- **Finish:** Matte or glossy white (for branding)

**Durability Requirements:**

- ☒ Waterproof (IP67 rated)
- ☒ UV resistant
- ☒ Temperature range: -20°C to +60°C
- ☒ Impact resistant (disc throws)

**Encoding:**

- **Data Type:** NDEF URL record
- **URL:** `https://diskhound.com/track/[UNIQUE_ID]`
- **Write Protection:** Optional (recommended for security)

**Packaging:**

- Unbranded poly bags or small boxes
- Include instruction card:
- ...

DiscHound NFC Tracker

1. Peel & stick to back of disc
2. Tap phone to activate
3. Register at diskhound.com

Waterproof • Works with iPhone 7+ & Android 4.0+

...

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## Customer Service Workflow

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### Common Questions & Supplier Coordination

#### Q: "When will my order ship?"

- **Standard Answer:** "Orders ship within 1-2 business days. You'll receive tracking via email."
- **If Delayed:** Contact supplier immediately, offer customer 10% discount code for next order

#### Q: "My sticker isn't working"

##### - Troubleshoot:

1. Is NFC enabled on phone?
2. Is sticker close enough? (tap directly to back of phone)
3. Try different phone

- **If Defective:** Contact supplier for replacement, send customer new sticker immediately (eat the cost for customer satisfaction)

#### Q: "Can I get a refund?"

- **Policy:** 30-day money-back guarantee

##### - Process:

1. Customer returns product (or not, if cost < \$10)
2. Issue refund via Stripe
3. Notify supplier to cancel shipment (if not shipped)
4. Track return rate - if >5%, investigate supplier quality

#### Q: "My package is lost"

##### - Process:

1. Check tracking number
  2. If lost by carrier → File claim with supplier
  3. Send replacement immediately to customer
  4. Supplier covers cost if insurance included
- 

## Returns & Refunds SOP

### Supplier Agreement Must Include:

- Who pays return shipping? (Ideally supplier for defects)
- Defect replacement timeline (48-72 hours max)

- How to report quality issues
- Insurance on shipments over \$50

#### **Your Policy:**

- 30-day satisfaction guarantee
  - Free replacement for defects
  - Full refund if not satisfied (customer keeps stickers)
  - Track return rate by supplier → Switch if >5%
- 

## **Troubleshooting**

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### **Common Issues & Solutions**

#### **Issue: Supplier shipping times are slow**

- **Solution:** Switch to Tap Tag or negotiate expedited handling
- **Prevention:** Set clear SLAs in contract

#### **Issue: NFC encoding is wrong**

- **Solution:** Provide clearer URL template, test before bulk orders
- **Prevention:** Send sample encoding file with each order

#### **Issue: Packaging has supplier branding**

- **Solution:** Immediately request re-ship, negotiate credit
- **Prevention:** Specify “unbranded packaging” in every order email

#### **Issue: Customer complaints about quality**

- **Solution:** Order new samples, compare to original
- **If Quality Declined:** Switch suppliers or negotiate price reduction

#### **Issue: Supplier out of stock**

- **Solution:** Have backup supplier ready (this is why you test 2-3)
- **Prevention:** Ask supplier for stock levels weekly

#### **Issue: International customs delays**





- **Solution:** Use domestic suppliers (Tap Tag, GoToTags)
  - **For International:** Warn customers of longer delivery (7-14 days)
- 

## **Success Metrics**



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Track these KPIs monthly:

#### **Supplier Performance:**

-  Average fulfillment time (target: <48 hours)
-  Defect rate (target: <2%)
-  On-time shipping rate (target: >95%)
-  Customer satisfaction score (target: 4.5+/5)

#### **Financial:**

-  Cost per unit (track discounts as you scale)
-  Gross margin % (target: 45%+)

- ☒ Return rate (target: <5%)
- ☒ Repeat order rate (target: 30%+)

## Next Steps

### Week 1:

- ☐ Email Tap Tag, GoToTags, Seritag
- ☐ Order sample packs from 2-3 suppliers
- ☐ Test samples for quality

### Week 2:

- ☐ Negotiate pricing and terms
- ☐ Setup dropship automation (email or API)
- ☐ Create encoding URL system

### Week 3:

- ☐ Run 5 test orders
- ☐ Verify packaging, shipping, quality
- ☐ Fix any issues

### Week 4:

- ☐ Launch DiscHound store
- ☐ Monitor first 10-20 orders closely
- ☐ Collect customer feedback

### Month 2+:

- ☐ Negotiate volume discounts at 100 units
- ☐ Add backup supplier
- ☐ Optimize profit margins

## Supplier Contact Template

Use this template when reaching out:

**Subject:** Dropshipping Partnership Inquiry - NFC Disc Golf Trackers

Hello [Supplier Name],

I'm launching DiscHound (diskhound.com), an e-commerce store selling NFC tracking stickers **for** disc golf enthusiasts. I'm looking **for** a reliable dropshipping partner.

**\*\*Business Overview:\*\***

- Product: Waterproof NFC stickers (NTAG215/216)
- Target market: USA disc golfers
- Projected volume: 50-200 units/month (Year 1), scaling to 500+/month
- Business model: Dropshipping (no inventory holding)

**\*\*Requirements:\*\***

1. White-label/unbranded packaging
2. Custom NFC encoding with unique URLs
3. Fast turnaround (1-3 business days)
4. Direct-to-customer shipping **in** USA
5. Quality guarantee and **return** policy

**\*\*Questions:\*\***

1. Do you offer dropshipping services?
2. What is your wholesale pricing **for** NTAG215 stickers?
3. What is the setup process and cost?
4. Can you provide samples **for** testing?
5. What integrations **do** you support (Shopify, API, email)?

**\*\*Product Specs:\*\***

- Size: 30-35mm round
- Material: Waterproof (PVC/PET)
- Chip: NTAG215/216
- Encoding: Custom URLs
- Packaging: Unbranded

I'm ready to start immediately pending sample approval. Can we schedule a call this week to discuss partnership details?

Best regards,

[Your Name]

[Your Email]

[Your Phone]

DiscHound.com

"Never Lose A Disc Again"

## ✓ Final Checklist Before Launch

- [ ] Supplier contract signed (with dropship terms)
- [ ] Sample products tested and approved
- [ ] Pricing negotiated (target: 50% gross margin)
- [ ] Unbranded packaging confirmed
- [ ] Encoding process documented
- [ ] Order automation setup (email or API)
- [ ] Tracking webhook endpoint created
- [ ] Customer service SOP written

- [ ] Return/refund policy clear
  - [ ] Test orders completed successfully (3-5 orders)
  - [ ] Backup supplier identified
- 



## You're Ready to Launch!

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With this supplier setup, you'll have:

- ☒ Zero inventory costs
- ☒ Automated order fulfillment
- ☒ Fast shipping (1-3 days)
- ☒ Healthy profit margins (40-50%+)
- ☒ Scalable operations

**Recommended First Supplier:** Tap Tag (easiest dropshipping setup)

**Scale to:** GoToTags (volume discounts at 200+ units/month)

**International:** Seritag (for global expansion)

**Questions?** Review this Computer Usede, run test orders, and iterate. You've got this! 🚀

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Last Updated: November 17, 2025

DiscHound - Never Lose A Disc Again