



NPI's Special Relationship With Amazon

NPI Generates 10s of Millions for Giant Retailer's New Health & Wellness Category With 200-Plus Brands

When Amazon Needed to Build Out its Health & Wellness Category it turned to NPI and its 200-Plus Brands

nutricompany.com

[Case Study Video](#)

Nutritional Products International, or NPI, is a global brand management company that placed more than 200 health and wellness brands on Amazon, when the giant retailer first started its health and wellness category.

Executive Summary

Amazon turned to Mitch Gould, founder and CEO of NPI, when the giant e-retailer created its health and wellness category. Gould and NPI added more than 200 brands on Amazon and generated tens of millions in sales.

NPI's 'Evolution of Distribution'

Gould, a global marketing guru, developed the "evolution of distribution" system to create a one-stop brand management company that offers customs, FDA compliance, sales and marketing

services to health and wellness companies that want to enter or expand their distribution network in the United States.

NPI Represents Health & Wellness Companies

NPI's client base includes companies that sell nutritional supplements, CBD products, cosmetics and functional beverages, to name a few.



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CLIF
BARS

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SPORTS

ON
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