# TapouT Supplements Case Study


## TapouT Supplements' Partnership with NPI: The Best Money Spent When Expanding Sales Presence in the U.S

> Dr. Daniel Bagi, president of AllStar Health Brands: "What we have seen from the onset with NPI is really partnership, integrity, and trust."

## Executive Summary

When AllStar Health Brands wanted to expand its sales presence for TapouT nutritional supplements in the U.S., it turned to Nutritional Products International. "Our first priority was to find a partner that could help us get to market quickly," said Dr. Daniel Bagi, president of All Start Health Brands. Within a few short months, NPI had placed TapOut products on numerous online sales channels, including Amazon, as well as brick-and-mortar retailers, such as Vitamin World.

TapouT: "It is almost an extension of our organization."

Dr. Bagi’ Recommends NPI: “If [you] want to have success in the U.S., NPI would be one of [your] best choices. We found that dollar-for-dollar it was the best money we spent.”


AllStar Health Brands was looking for a company to help expand the U.S. sales network for TapouT nutritional supplements. It was looking for a partner with retail knowledge and the ability to solve issues, such as FDA compliance, importation, warehousing, and logistics.

“We found that NPI could do all that in a one-stop shop. This could save us or any company potentially millions of dollars over the course of a few years,” said Dr. Daniel Bagi, president of AllStar Health Brands. “In our business, margins are the life and death of our company. It is one thing to get an order but it is another to get a price that you are happy with. Working with NPI, we were able to set margins that were favorable both to us and to our retailers.”