


whitelabel

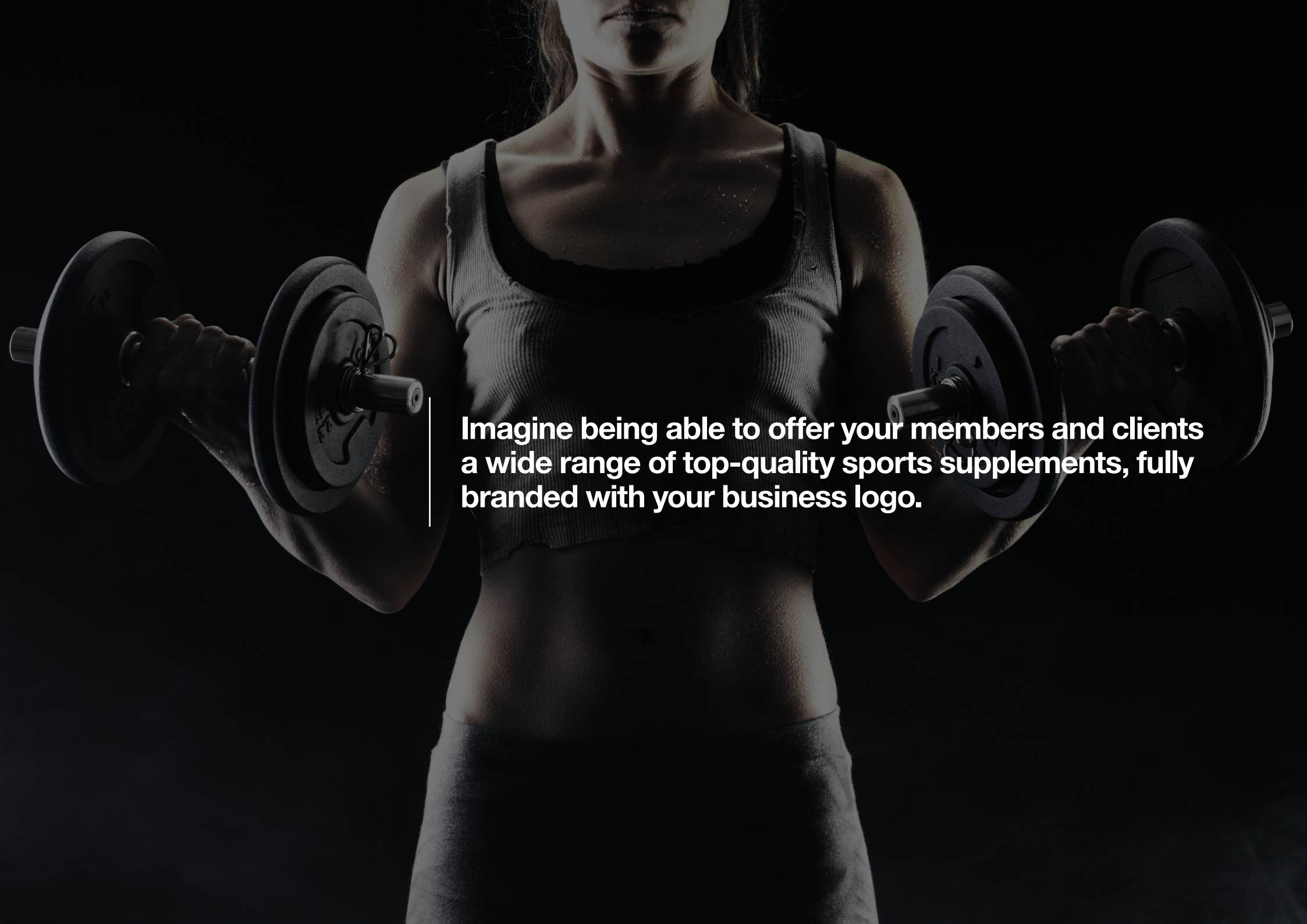
bp bulkpowders.com.au

A full-page background image of a muscular man in a dark setting, performing a bicep curl with a barbell. The lighting is dramatic, highlighting his physique. The text is overlaid on the right side of the image.

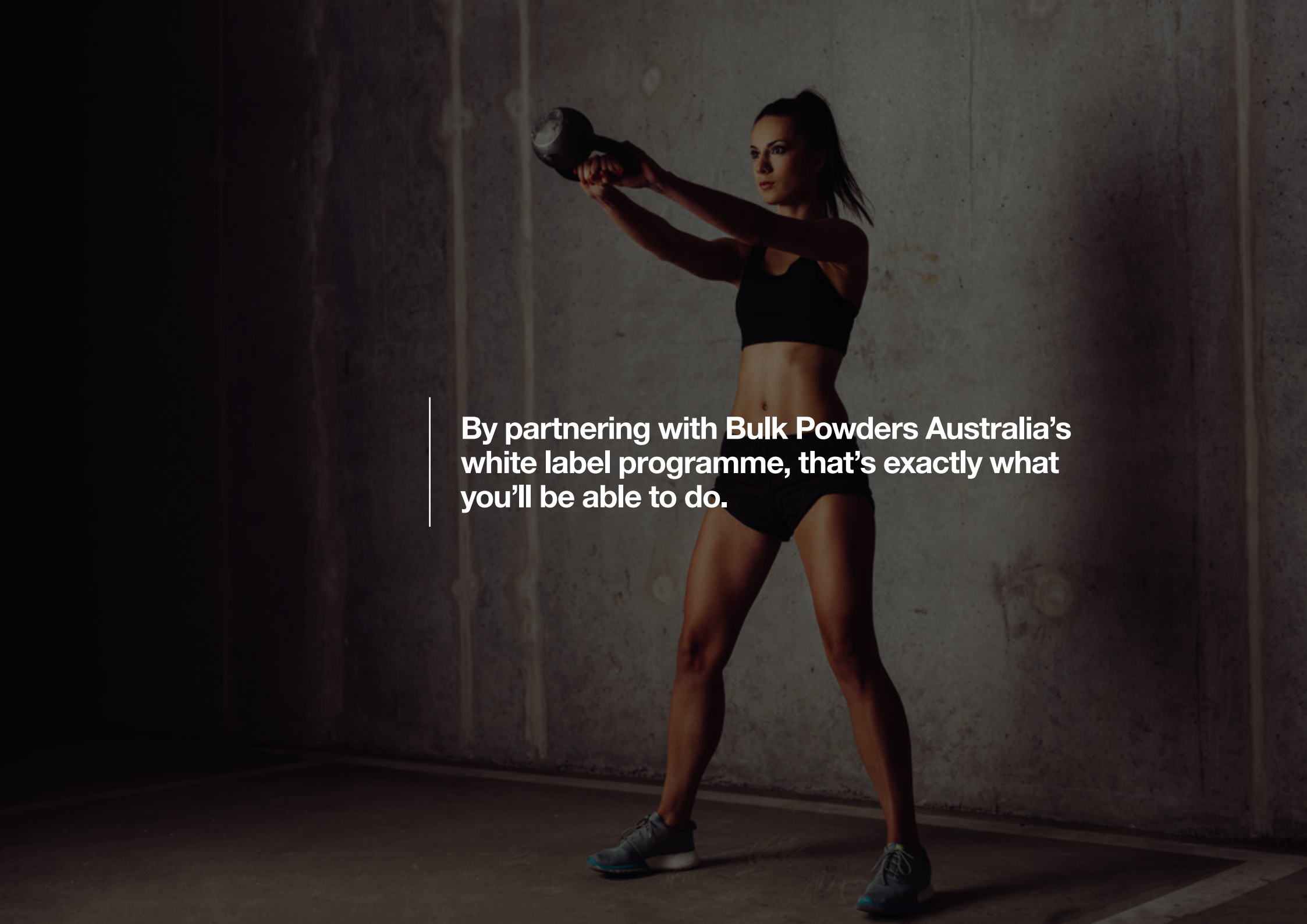
**Here's your chance to offer incredible added value...
With our quality white label sports supplements.**

A high-contrast, low-key photograph of a muscular man from the waist up, flexing his right arm. The lighting is dramatic, highlighting the contours of his muscles against a dark background. He is looking down towards his flexed arm.

**Calling all owners of supplement stores, gyms,
CrossFit boxes and fitness studios!
Listen up, Personal Trainers, coaches
and team managers!**

A woman is shown from the waist up, holding two dumbbells in a bicep curl position. She is wearing a dark, ribbed tank top and dark leggings. The background is dark, and the lighting highlights her muscles and the dumbbells. The text is overlaid on the right side of the image, next to a vertical line.

**Imagine being able to offer your members and clients
a wide range of top-quality sports supplements, fully
branded with your business logo.**

A woman with dark hair tied back, wearing a black sports bra and black shorts, is performing a kettlebell exercise. She is holding a black kettlebell with both hands, extending her arms forward and slightly upward. She is standing on a dark floor in front of a textured, grey wall. The lighting is dramatic, with strong shadows.

**By partnering with Bulk Powders Australia's
white label programme, that's exactly what
you'll be able to do.**

You already give your clients the very best in facilities, advice and programming.

But how often do they ask your advice about protein and other sports supplements?

Now you can give them an answer... and the option to buy directly from you, too.

- » Add meaningful value
- » Develop a Unique Selling Point (USP)
- » Strengthen your brand
- » Widen your offering
- » Build trust and credibility

It takes time and considerable expense to develop and launch your own supplement brand. By using our white label option, you fast-track the process without compromising on quality, trust or efficacy.

Bulk Powders Australia is one of the country's leading sports supplement providers with a massive range of trusted, tested, and much-loved products. We've done the development work, we've worked on formulas and flavours, and we know our products get results.

Here's your chance to jump on board and make them your own.

Quickly, simply and economically.



About **Bulk Powders Australia**

**Bulk Powders Australia
was established in 2008.**

We are a 100% online, direct to the public sports nutrition label. Since our launch, we have quickly grown to become the number one supplement choice for Australia's everyday gym-goers, body-builders, elite athletes, sports teams and Olympians.

Bulk Powders product development and manufacturing experts have a solid 60 years combined experience in the sports supplement industry. They search the globe for the finest ingredients to develop and fast-track effective supplements direct to the customer with no middle man. This approach enables extremely competitive wholesale direct pricing.

Why offer a white label product range?

Australia's fitness industry is booming. And we're approached on a daily basis by gyms, trainers, coaches and supplement stores looking for wholesale pricing and the opportunity to on-sell BP branded products.

Bulk Powders operate a direct business model. So there's no way for us to enable industry professionals to sell our products on at true retail value.

Here's how we can help yourself and help your clients

We've developed a white label product range so you can re-brand the select product range as your own. White labelling is a great business move – you can put your own independent product branding, marketing and retail pricing on our proven quality and trusted sports supplements.

A muscular man is shown from the side, leaning forward with his head down and arms extended. He is wearing red briefs. The background is black, and the lighting highlights his muscle definition.

What products are available?

We've identified our most popular and most useful products for our white label product range:

Retail pricing

How you price your branded white label products is entirely up to you, but the scope is there to make considerable profits on our wholesale prices. Our white label product range quality is world-class and comparable with (if not better than) some of the biggest international retail supplement labels. Don't be afraid to go head to head on pricing!

For guidance, we have included a reference retail price range. But white label customers are not bound by these prices and are encouraged to develop their own pricing structure to maximise profitability of their white label venture.

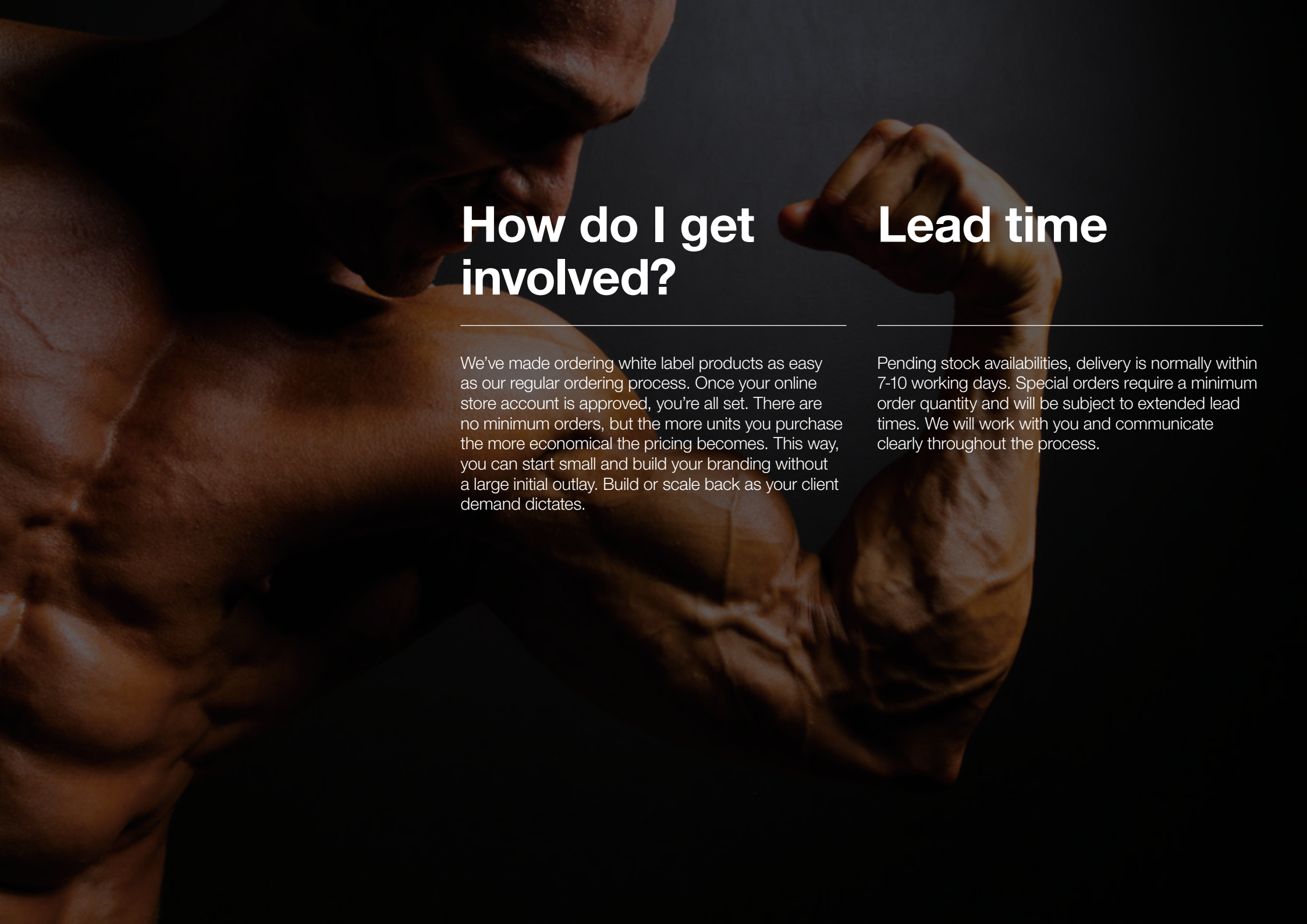
Protein Powders 1kg	Retail Price Range
Whey Protein Isolate	\$69.90 – \$89.90
Whey Protein Concentrate	\$39.90 – \$59.90
Mass Gainer	\$39.90 – \$59.90
Micellar Casein	\$59.90 – \$79.90
Pea Protein	\$69.90 – \$89.90

Formulated 450gm	Retail Price Range
Pre-workout	\$59.90 – \$79.90
Intra-workout	\$59.90 – \$79.90

Amino Acids 450gm	Retail Price Range
BCAAs 8:1:1	\$49.90 – \$59.90
L Glutamine	\$39.90 – \$49.90
Acetyl L-Carnitine	\$69.90 – \$89.90
GABA	\$69.90 – \$89.90
D Aspartic Acid	\$69.90 – \$89.90
Beta Alanine	\$59.90 – \$79.90
Citrulline Malate	\$59.90 – \$79.90

Creatine 450gm	Retail Price Range
Creapure Creatine Monohydrate	\$39.90 – \$59.90

Don't see the product you want? Contact us at info@bulkpowders.com.au to see what can be arranged.

A close-up, low-angle shot of a muscular man's torso and arm. He is flexing his right bicep, with his hand near his head. The lighting is dramatic, highlighting the contours of his muscles against a dark background.

How do I get involved?

We've made ordering white label products as easy as our regular ordering process. Once your online store account is approved, you're all set. There are no minimum orders, but the more units you purchase the more economical the pricing becomes. This way, you can start small and build your branding without a large initial outlay. Build or scale back as your client demand dictates.

Lead time

Pending stock availabilities, delivery is normally within 7-10 working days. Special orders require a minimum order quantity and will be subject to extended lead times. We will work with you and communicate clearly throughout the process.

Packaging

Sports food packaging requires certain copy and markings and white labelled products are no different.

Labelling the front is the only thing you'll need to do (we've done all the rest)

FRONT



“Open here” and
a printed cut line at
the top of the packet

Your branding.
Your way.

Clean, simple design
allowing for your own
branding via a logo
label sticker

BACK



Flavour type
(where applicable)

Label Contents
- Basic product name
- Nutritional profile panel
- Ingredients
- Suggested use
- Serving size
- Serves per packet

Small Print & Disclaimers
- Best before date
- Batch numbers
- Product weight
- Standard sport food
disclaimer with production
and ingredient source
reference

Product descriptions & overviews

Product information is available from our website for the sole purpose of personal education and knowledge. The copying of Bulk Powders product information this is strictly prohibited and is a direct breach of Bulk Powders Pty Ltd copyright and intellectual property.

White label customers are not marketing or selling the Bulk Powders brand. They are creating a new personal brand. It is down to our white label customers to establish their own branding, copy, marketing, voice and message for marketing and selling their white label products.

Quality control

White Label products go through the exact quality control as all Bulk Powders products. Products are fully tested and recorded, with traceability and batching for every ingredient used. Production is carried out under HACCP certification.



Market potential

Personal Trainers, coaches and gym owners can earn +100% profit.

If your clients and members currently buy their sports supplements from a bricks and mortar retail store or supermarket, visit these shops and compare pricing. You'll probably be surprised to see that you could add a +100% mark up, allowing for very generous profit margins.

Supplement store owners can earn +30% more profit.

Earn +30% more by simply recommending your own supplement brand over the bigger brands. Most big brands allow a 40-70% retail mark up. Selling your own brand can see profit margins of +100% of your initial investment.

Trainers and coaches can offer a USP and full package.

Offer your own brand of sports supplements and help your clients in both their training and nutrition. Your service offering will be full, complete and end-to-end. This could become your USP and will certainly give you the edge over other trainers.

Your product pricing structure could be included into the price of clients' training package, or you could sell the products as an add-on or up-sell.

In fact some personal trainers have established wholesale accounts for co-trainers to allow them to on sell to their clients, creating additional passive income. What a fantastic business idea.

Let's get started!

We're looking forward to welcoming you as a white label partner. Simply fill out the online application form, to ensure a quick approval please include all the information as requested.

Access the on-line application from at www.bulkpowders.com.au/white-label

Our white label department will assess your application and contact you once your white label account has been activated.

Yours in Sports Nutrition,

Bulk Powders Australia





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For all further enquiries
Email info@bulkpowders.com.au
or call 1300 BULK 00