



Big Boom Concepts announces a consulting arrangement with Nu-Life Nutrition

Big Boom Concepts, September 04, 2006

URL: <http://www.pr9.net/business/services/4376september.html>

Big Boom Concepts announced that it has entered into a consulting arrangement with NuLife Nutrition Ltd., a Canadian based natural products provider.

PR9.NET September 04, 2006 - West Palm Beach – Big Boom Concepts announced that it has entered into a consulting arrangement with NuLife Nutrition Ltd., a Canadian based natural products provider. Big Boom Concepts will initially focus on evaluating and improving standard operating procedures, inventory management, branding and channel strategies.

"Over the past several months, we have been able to evaluate the company's strengths and weaknesses on all levels. Our team along with the staff at Nu-Life Nutrition have collectively developed clear, measurable initiatives," said Chris Tisi, President of Big Boom Concepts. "Together we believe that these procedures and programs will have a long lasting positive impact on the company's results."

Chris Tisi goes on to say, "Nu-Life Nutrition is a company with rich heritage and strong consumer brand equity. We are excited to go back to Canada and build NuLife Nutrition into a North American powerhouse."

"We are very excited to have Chris Tisi and his team helping us with our going forward plan. Their knowledge of the North American market is astounding and we look forward to working with them," says Brett Kelly director of Product Development and Education at Nu-Life Nutrition.

###

About Big Boom Concepts

Big Boom Concepts is a full service boutique firm with specific expertise in all areas of business and brand development.

Phone:	561-863-5408
Website:	http://www.bigboombrands.com
E-Mail:	micky@hnsglobal.com
Address:	3750 Investment Lane #2 West Palm Beach, FL