

PRESS RELEASE: Launch of Major Rebrand

Today Black Bull Hardcore Labs unveils its new brand identity, tagline and product range. The company has undergone a complete brand refresh to reflect its current position and offering to the market.

The new branding represents the growth of the company over the past decade. Originally known for “Africa’s Most Hardcore Pre-workout”, Black Bull has redeveloped its product range to supply the most cohesive range of bodybuilding supplements in the sports nutrition market. The new tagline “Live The Dream” illustrates that Black Bull has extended its product offering to provide achievable and easy-to-use solutions-based supplements suitable for the three main goals, building anabolic muscle, shredding fat or maintaining lean muscle.

Black Bull has significantly increased its turnover and market share in the past years, successfully landing a multi-million Rand deal with international powerhouse Massmart, one of Africa’s largest retail and wholesale groups with over 408 stores in 13 sub-Saharan countries.

The new brand identity and product range reflects Black Bull’s growth in size and presence. The future of Black Bull lies in our capacity to deliver more supplements than any manufacturer to the South African and African continent, as well as our unique ability to deliver better and more impressive results than our competitors through our new class-leading formulas.

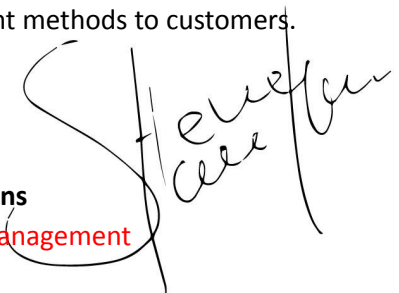
The original Black Bull product range carried the company on a successful journey and was represented in hundreds of stores. The new product range pays homage to the company’s origins and is headlined by a reformulated version of the company’s most iconic product, Red Rage.

“It was important to us that Black Bull retained its hardcore bodybuilding values and heritage, but at the same time the branding and product range needed to be developed to reflect the brand growth and market trends of the industry. We feel it’s important to let people know what Black Bull stands for and our new tagline ‘Live The Dream’ signifies the expanded vision and product range.”

~ Steve Hawkins, Black Bull Management

The new branding will be rolled out in Massmart stores (including Game and Makro) over the coming weeks, with a brand-new website and ecommerce platform already live. The improved site will provide more technical detail than ever before and will offer valuable resources, fast shipping and easy payment methods to customers.

Steve Hawkins
Black Bull Management



www.blackbullhardcore.com

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GAIN MASS



BURN FAT



LEAN MUSCLE

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