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In Other News

2012 Truck Roundup -

Completed annually, Beverage Industry's medium- and heavy-duty truck roundup, which consists of Classes 4 through 8, is a compilation of vehicle offerings suited to beverage industry applications. [Read More](#)

Packaging when it gets personal

- Little did I know while growing up that my mom was way ahead of the curve when she wrote our names on disposable cups during family gatherings that we often hosted or attended. That way, we kids wouldn't take a fresh disposable cup each time we wanted more Kool-Aid or soda. [Read More](#)

A colorful palette of options

- Color trends address natural demands, stability concerns. For beverages, colors can play a crucial role when it comes to shelf appeal. They can help grab a consumer's attention as well as correspond to the flavor and branding of a beverage. [Read More](#)

Pure, green and premium top trend predictions for 2012

- Innova Market Insights, Duiven, the Netherlands,

Merry Christmas!

From our team at Bullseye Packaging, we wish you a very Merry Christmas and a successful New Year! We look forward to serving your marketing campaigns, promotions, specialty packing and other amazing product adventures in 2012!

Thank you for a great 2011 and continued growth in 2012!



Continued Success

We are now 4 years old as a company and continue to see significant growth year over year. 2011 was no different - from new clients, to expansion within existing clients, we continue to maintain our momentum and success.

Our focus on communication has led to superior quality and service on a consistent basis. We aren't perfect, but we continue to push for perfection with each new challenge. We take responsibility for our errors, and actively work with our clients to fully understand each new project.

Our strategy to differentiate ourselves is focused our quality and communication with each of our clients, especially on new pack formats and projects. We seek to understand their needs, confirm our assumptions when plans change, and maintain open accountability to any concerns along the way.

A day that you learn something new is a successful day. We had several opportunities to learn new things this year and have seen the success that comes with continuous improvement.

As a result, our equipment mix has changed this past year, and is now even more focused on our 3 core competencies:

1. Variety packing,
2. Display loading, and
3. Clear and printed shrink film bundling.

With a New Year upon us, we look forward to learning more and continuing to serve our clients with excellence and consistency.

Simply but NOT easy...



has identified 10 key trends that will impact the food and beverage market through 2012 and beyond, it says. The trends address purity, authenticity and sustainability, as consumers continue to look for products with added value, despite ongoing economic uncertainty. [Read More](#)

Pass it on

Know anyone who might be interested in our newsletter? [Click here](#) to forward this email to up to 5 friends at once.

We have a simple approach to the way we run our business. We follow a few basic rules:

1. We report everything that we receive,
2. We maintain complete traceability and accountability of everything we process, store or assemble,
3. We report everything that leaves our warehouse
4. We do everything we need to so that our client's achieve their marketing and sales goals.

We use this simple approach with everything we do regarding assembly, variety packing, storage and custom packaging.

However, earlier this year, we took on another new client and their simple introduction project became more challenging when the two SKU display with one Lot for each SKU became a 12 SKU project with multiple Lots within each SKU that needed to be packed together to optimize the expiry dates of the perishable product. The display started as 4 pieces, and arrived as 12 pieces from a 3rd party. The packaging arrived 3 weeks late and the volume tripled before we received the final pieces with the implementation timeline remaining the same.

We've seen this before, but with several factors that could lead to complete failure, we wanted to ensure our "simple introductory project" was implemented with the same excellence as our established workflow.

Adrian Houser, as the Production Supervisor, managed the increasing complexity with care and due concern. He coordinated the staff and the many detail with professionalism and a cool head. Without having any negative impact on our regular workflow, Adrian managed this project with tremendous success.

The new display hit the markets with excellence, leading to continued volumes needed in a hurry. Our client was thrilled, their clients were thrilled, and our continued growth was assured.

This project could have turned into a headache or a failure on many turns, but instead it became a basis for a successful new partnership with regular work coming into our warehouse.

Seeing our client's success is usually the feedback we receive, but on this project, I personally received a call from our client with specific congratulations to Adrian Houser for being the best point person they had dealt with for a long time with their numerous co-packing providers.

We want to take this opportunity to recognize Adrian Houser for a job well done. We know how great you are, Adrian, and your reputation is growing!

To send us a simple introductory project, [please contact us.](#)

Cheers,

Stephen Peters

President & General Manager - Bullseye Packaging.



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