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In this Issue

- ▶ [Perrier for Summer](#)
- ▶ [Bullseye Case Sealer Ready for ACTION!](#)

In Other News

Downgauging: Weight Loss Tips for Flexible Packaging -

Step 1. Evaluate the opportunity;

Step 2. Seek stiffness properties outside the film itself,

Step 3. Think differently about that "cost" variable,

Step 4. Expect more from your polymers,

Step 5. Consider rethinking the entire package structure,

Step 6. Seek advice

[Full Article](#)

Eggs packaged in aerosol can

Launched in Italy this past January - may be coming to a store near you..

[Full Article](#)

Sam's Club and Walmart Integrate Packaging Innovation and Sustainability

Detailed discussion of the impact packaging has on the consumer and purchasing decisions.

Perrier for Summer

Need something refreshing this summer? Try the Perrier 24 bottle rainbow (variety) pack. This pack includes 4 individually shrink-wrapped 6-packs within the high impact printed shrink film.



Easy to find on the shelves, or in a pallet display in Club Stores, this pack was very successful last year and promises to please in 2012.

Bullseye is proud to be responsible for the variety packing and application of printed shrink film for this pack format. For a closer perspective, please view the [attached video](#).

Please [contact us](#) for a free quote on your next pack format. We will work with your team to confirm your vision and goal for the market, and support your efforts to execute with excellence. Our experience, equipment, and attention to detail provide you with a winning team to support your efforts.

Bullseye Case Sealer Ready for ACTION!

After an exciting installation process, we had the opportunity to customize our case sealer to take on many of our most valued pack formats. We are now ready for production and have our client's blessing to proceed with our hot melt case sealer.



This equipment allows us to automate our top and bottom carton gluing operations. This eliminates any variability in glue volume and placement inherent in manual application. We are excited to have the support of our current clients and look forward to taking on new accounts to fully utilize our line time on this machine.

Here is a video that highlights Okanagan Springs Brewery's new summer Craft Variety Pack, which includes an exciting Apricot Summer Weizen. The videos depict the process and function of our Belcor 270 Case Sealer with Henkel's EasyPac glue application system. Please click [here](#) for a closer look at our case sealer in action!

Please [contact us](#) for a free quote on your next pack format. We are ready to put this new equipment to work in a larger capacity. As the first co-packer in BC with this automated capability, we can provide you with consistency, quality, and value for your Western Canadian needs.

[Full Article](#)

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Bullseye Packaging

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