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# NEWSLETTER



## NEW YEAR, NEW ANNOUNCEMENTS!

These last two years had all of us performing special maneuvers through unusual challenges. As for us, we have discovered that sometimes the crazy "zigs" can lead to exciting "zags".

A new year makes us think of fresh perspectives and shiny new beginnings. Next month we've got some brand spanking NEW things to announce and to show you.

We can't wait to tell you about them, but we're still making final touches before our big reveals. Please stay tuned for news we're bursting to share but will bide our time.

Photo by [Ravi Pinisetti](#) on Unsplash



## Bullseye's Service Spotlight on TIMING TRIALS

*"By failing to prepare, you are preparing to fail."*

— Benjamin Franklin

At Bullseye, one of the major tenets we hold to is preparation.

In all aspects, the more informed we are about a project, the better we can prepare for it. The more efficiently we can run our production line is great news for you. Why? Because it means your project will have the best turnaround time we can offer and, like most things, our efficiency saves you money.

So when we quote on a new project, we ask the same question: could you send us some samples of the product and materials for the job?

- In what format will we receive WIP? Is there anything we need to do to it to make it ready for assembly?
- What size is the product we're working with? Will it be heavy or light? If it's a variety pack, how many different [SKUs](#) do we need to organize?
- How many steps are involved in the packing? Is the box easy to assemble or is extra attention needed for gluing or working with the corrugate in some way?

When you provide us with only a few sets of your items we quite literally go through the motions of each step of the job. Timing trials not only show us how long we can expect to work on one finished retail item, it also gives us invaluable insights on things we can flag for our clients.

Here's an example. A client was considering a gift with purchase project. On paper, the assembly looked perfectly feasible. Product arrives in trays in bulk. Load the product in a special Gift With Purchase (or [GWP](#)) box. Return the finished pieces to the tray.



However, as we were manually assembling the components supplied by the client, our testing showed us that just the fraction of thickness the GWP boxes added, it made it impossible to squeeze all the items back into the same tray. Underfilled trays are no good for shipping, they are too unstable. The solution was for the client to source brand new custom fit trays for this project to work.

If we had made "in theory" assumptions and started the project without testing the actual job itself, there could have been delays or lost revenue. Both our client and Bullseye were rewarded for taking precautions through preparation. The client appreciated learning about our discovery as it provided invaluable information for their next steps.

The next time you need a quote on a new project, please send us your samples. Timing tests are the best way for us to give you committed pricing and best efficiencies.

[Image by Sadia](#) from Pixabay

## Additional Glossary Terms!

**SKU** – Often pronounced like "skew", the acronym stands for "Stock Keeping Unit". Each unique retail unit is assigned a barcode number with scannable bars to make inventory tracking easier and universal.

**TIMING TRIALS** – also referred to as "timing tests", the act of doing a hands-on timing test with the WIP and components shipped in the formats we would receive them for the actual project. Its purpose is 3-fold: for quoting purposes, recognizing any potential issues to red flag for the client, to plan for best efficiencies in advance of project start.



## Join us for a quick 2 minute tour of our Chilliwack facility!

When you're new to a supplier or even when you have an ongoing relationship with a provider, sometimes you don't realize their full scope of supply. Variety packs are only one of our many areas of expertise.

[Come for a 2 minute tour of Bullseye services now!](#)

**"Our skill is your win."**

### Bullseye Packaging

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