

Who, what, when, why

Everything happening in our little (big) world.

Who



No Sugar Co.'s Customer Story!

We love and treasure our loyal clients. We are also always delighted to invite new clients on board, such as No Sugar Co.. Their business was referred to us by word of mouth and we couldn't have been happier to work together with them on their unique project, assembling and loading Costco Pallet Displays for their "Keto Scream Bars".

[Read the Customer Story and our experience together here](#)

What

All wrapped up
& ready to go



A Fresh Face!

Yup, we did it!

Together with our award-winning web designer, **Twin Creek Media**, and the support of **Cliché Marketing**, we launched our glorious brand-new web site!

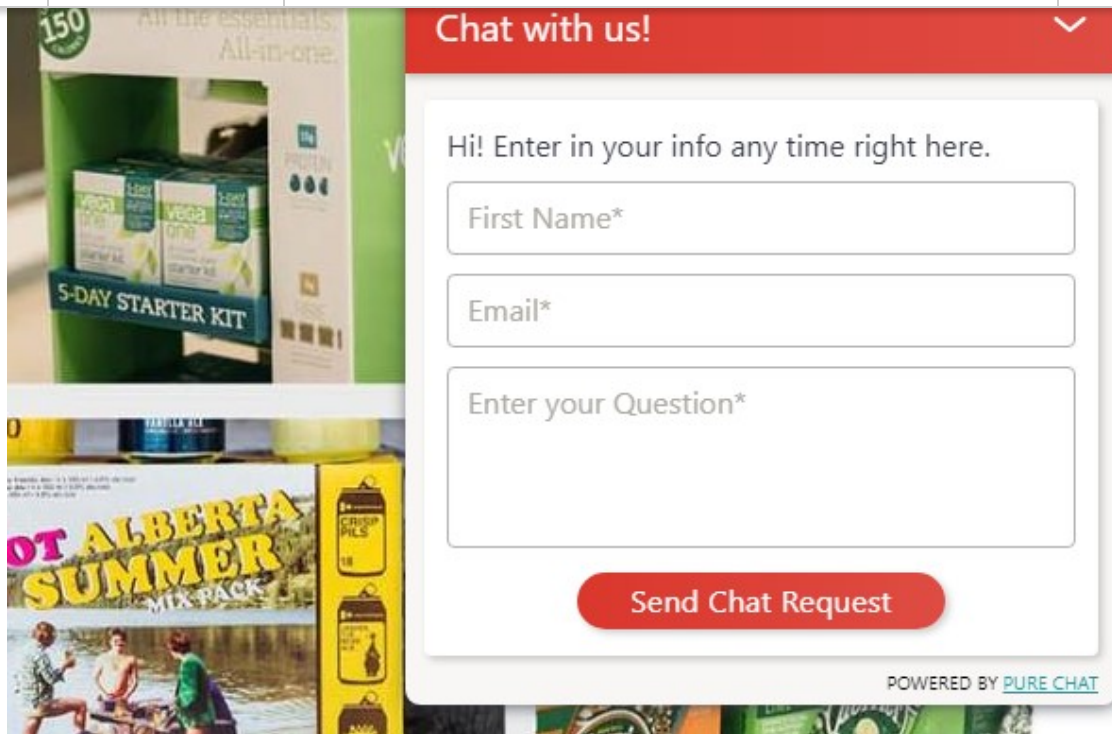
From the **April 28 Press Release**:

"Retaining their trademark red and black colours, Bullseye's web designer, Twin Creek Media, has taken their website to new heights. More than just a sales tool, the website is a valuable resource to any visitor seeking further information about Bullseye services, including general FAQs and a glossary revolving around the co-pack industry. The new design is approachable, inviting visitors to navigate quickly to what they need to know."

'We are thrilled with our new online presence! Not only does it encompass valuable content, it is also meant to inform those familiar with our industry and educate those who are not,' celebrates Stephen Peters, President."

See the site for yourself here: **BullseyePackaging.ca**

When



But wait - there's more!

Our new Bullseye web site is meant to be a living, growing entity.

Visit it often because you will find new **Customer Stories** and **professional images** being added.

More **Glossary** terms will be available for your reference too on an ongoing basis.

Need a quick answer? Click on the **"Chat with us"** chat feature in the bottom right-hand corner you'll find on every page.

Unsure about industry terminology? Check out our **FAQ** page where you may learn exactly what you need to for the moment.

Our web site is meant to be a resource – we hope you take advantage of it!

Why



Image by [Inspireus](#) from [Pixabay](#).

Planning for Success!

"In these turbulent times, the importance of good forecasting and planning can't be understated. We can assume the current situation will continue until data tells us otherwise. We can plan what actions we will take if more disruptions occur. And most importantly, we can endeavor to keep building strong relationships with our key customers and partners."

Above is a quote from a recent article in **PETFOOD Industry News** titled "How can the pet food industry cope with supply chain gridlock?" It underscores the pain points that the pet food industry is facing just like every industry. The author, Cindy Yakich, cites the most common causes of supply chain problems and I found myself nodding as I read through her piece.

The problems, the impacts these issues have, and her coping tips are all spot on for the liquor industry, the food and beverage industry, CPG category... everyone is suffering from its impact.

While Bullseye can't swoop in and remove these snags from the supply chain, we are actively doing everything we can to support our clients.

What Yakich stresses as an important coping mechanism is what we emphasize in our partnerships as well: good forecasting and planning. The author notes:

"In the rollercoaster world of COVID-19, no one knows what lies ahead for the economy. We don't know when our businesses will return to normal and we don't even know what "normal" will be in the future."

We invite you to reach out and plan with us. We have found that when clients have responded to our requests for frequent updates and when consistent communication is

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Contact us today and let's plan your next project together!

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