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Bullseye Packaging

The logo for Bullseye Packaging features the words "Bullseye" and "Packaging" stacked vertically in a black, serif font. A horizontal line is positioned between the two words. To the right of the text is a red bullseye target icon with a black center and a black arrow pointing towards the center.

Who, what, where, when, why

Everything happening in our little (big) world.

15th Anniversary Edition

When



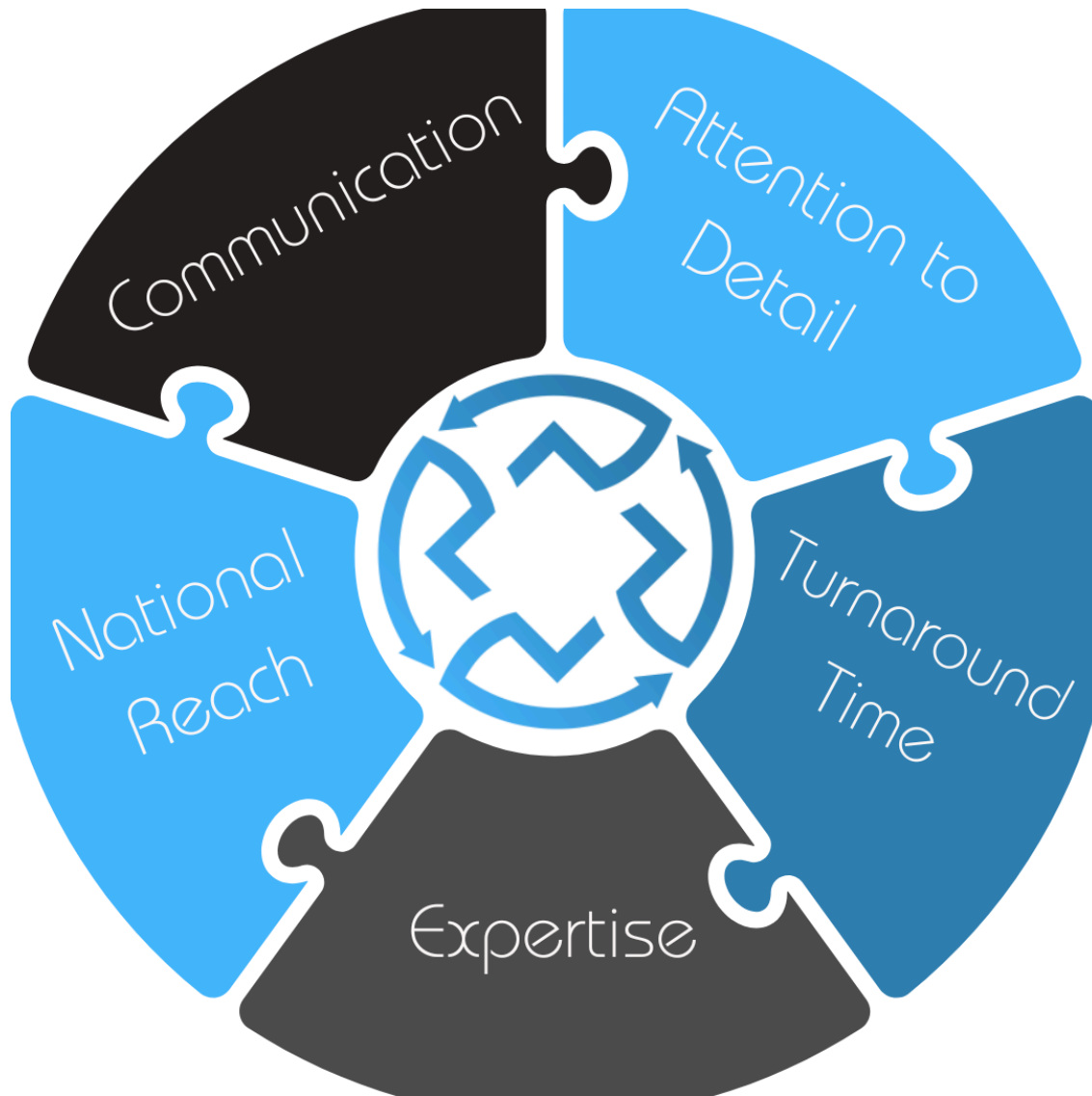
Celebrate With Us!

2024 marks Bullseye Packaging Services' 15th year in the co-packing world. As we blow out the candles and toast to great memories, we look to what the future holds.

Traditionally, we have assembled millions of variety packs for the liquor and beverage industry, bundle wrapped tons of trayed goods, stacked countless pallets. We are thrilled with new projects too. We've set our sights on diversifying our activities further to include more kitting, pick and pack/order fulfillment, and shrink-wrapping sets or multi-packs.

The things we never change are the commitment to our partnerships, the highest quality of finished goods, dedication to efficiency and appreciating the great work of our employees.

For a snapshot of our growth over the years, we invite you to read our recently published [**news release here!**](#)



A Holistic Approach to Co-Packing

Looking at the Big Picture

Well-rounded service in any company not only gives a business a professional edge but creates advantage and opportunity to clients.

So when a co-packer goes above and beyond assembly services by investing in training their workers for consistent quality, flagging issues, referring other vendors in the supply chain, and so on... well, you've got a co-packer looking at the big picture. This is a co-packer who authentically wants to help a client hit their targets, dead center.

When you're considering your co-packer choices, consider how they activate your project. A holistic approach will contribute to good results and should lessen your workload in the end.

And contact Eira for a quote today:

Call: 403-970-7155 Email: eira@recurvesolutions.ca

Who



Director of Operations Celebrates 15 Years with Bullseye

As we celebrate Bullseye's 15th year in business, we also have an opportunity to recognize **Bullseye's longest standing employee, Adrian Houser!**

Adrian can recall his first day at our BC location because it was also the very day we opened our doors. Starting in an entry level production line position, he soon worked his way up to Plant Manager. Then, in 2019, he assumed the role he is in currently – as our extremely knowledgeable and detail-oriented Director of Operations.

Adrian guides our team on developing long-term operational strategies that help meet our company goals. He oversees all of our departments, addressing needs and facilitating

located from Channahack to Calgary in 2021 to support the development of our Alberta location, while continuing to provide oversight for both facilities, travelling between the two as required.

On the personal side, Adrian and his lovely wife of 14 years are parents to four adorable children, the cutest little French Bulldog-Pug cross and two cats.

When I asked Adrian what he likes best about working at Bullseye, he had an immediate answer.

“I enjoy working for a company that genuinely respects and cares for their employees, and is willing to take the time to invest in their staff’s development.”

That is a fact! Let’s toast to all the hard work Adrian has contributed towards Bullseye’s growth and success over the last decade and a half.

Congratulations on your 15th work anniversary, Adrian! Take a bow!

Why



Sustainability Goals

There are alternatives to single-use plastics. Bullseye has some tips on how you can get around using plastic rings with renewable resources.

[For more tips, catch up on our blog posts HERE!](#)

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Where



It's obvious our company name and logo allude to archery. Like our method of co-packing, archery is a sport that is all about precision and biomechanical efficiency. Can you spot the archery terms hidden in this newsletter?

The first three Bullseye newsletter readers to email the address below with **5 archery terms** they find in this newsletter will win a Bullseye 15th anniversary prize!

Email Eira at sales@bullseyepackaging.ca with the subject line: Bullseye Word Find and a list of at least five archery terms for your chance to win!

(Contest closes April 30th at 11:59pm.)

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