

Having trouble reading this newsletter? [Click here](#) to see it in your browser.

You are receiving this newsletter because you signed up from our web site. [Click here](#) to unsubscribe.



### In this Issue

- ▶ [Welcome Darren Miller](#)
- ▶ [Off to a Great Start](#)
- ▶ [We're here to Help](#)
- ▶ [Why Variety Pack?](#)

### In Other News

#### TRUE LOCAL STORY

MATURE company with an ESTABLISHED product needed to revitalize their product line. The solution was not obvious in the beginning but the answer turned out to be simple and extremely profitable. So what was the solution you may ask? A FACE LIFT!! They turned their plain corrugate and clear wrapped product into an advertising billboard by changing to PRINTED SHRINK FILM.

The results in sales were dramatic ...

- 50% Increase over the entire product line
- 100% Increase with the flagship product

Not bad hey, but then again what is it that the founder of the largest news network CNN, Warren Buffet preaches ... early to bed, early to rise ... advertise, advertise, advertise!!

Printed shrink film allows for that advertising PUNCH!!

### Pass it on

## Welcome Darren Miller

Bullseye Packaging welcomes Darren to the Team! Darren, wife Heather and their 3 children have resided in Kelowna since 2001 after moving from central Alberta. " BC has always held a special place in our hearts after spending nearly every summer here as kids." Darren has spent his entire career involved in business



development and sales and marketing both as a business owner and employee. His experience and business background bring value as well as his fresh approach and willingness to serve his clientele. Look for his smiling face at your location soon!!

## Off to a Great Start

Meyer Family Vineyards is an Okanagan success story in the making, in their efforts to create some of the finest Chardonnay in Canada they have followed certain philosophies, strategies and techniques in production. Bullseye is excited to have been part of that effort in assisting with their packaging needs and hold them as a valued customer.



"Thank you so much for your amazing level of contact and customer service!"  
- Terry Meyer  
Meyer Family Vineyards

The last few months have been exciting, and that is exactly how we like it!! It has been a great start to a fantastic business and we would like to thank all of our clients who have helped us exceed our goals and reach over 5 million processed items since our Open House in June. Since that time we have been busy demonstrating our potential and serving clients locally as well as Vancouver and many other areas across Canada. Our new packaging plant is positioned strategically not only to serve the needs of companies located in the west but also companies manufacturing in the east and shipping out here. While June 4th was all about celebration, the future of Bullseye is all about servicing our clients needs at Kelowna's newest, advanced packaging facility.

## We're here to Help

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

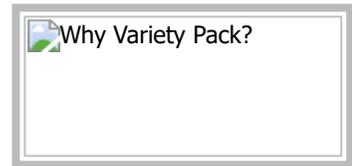
Many people ask us...just WHAT exactly do you do? I could say we provide solutions for presenting your product better to the consumer or we provide packaging to highlight your product better on the shelves, maybe it is that we are the only company in the Okanagan to focus on advanced shrink film wrapping and promotional display loading services or even a leading packager of complimentary promotional items and state of the art variety packing.



AND YES ... we do all of the above, but we are so much more! We are here to Help! Look at us as an extension of your company or division .... we understand the packaging industry, we understand retail, we understand business, logistics, sales and marketing. Our goal is to assist you and your company , to help reduce costs and drive profits ... to help you achieve the best possible presence in the eyes of your consumer.

### Why Variety Pack?

Printed Film combined with Variety Packing create a Winning Combination



Each holiday constitutes change, a new customer and a new paradigm towards their purchasing, but for the manufacturer it represents much planning to stay on top. Companies that understand this look at change as an opportunity to succeed through fresh new ideas and packaging formats. Variety packaging is a unique and relatively easy way to utilize current products and show case them as something new and exciting. Promotional items representing the season, the age demographic or simply just something cool can be added for that extra wham!

It has been proven through surveys and actual tracked sales that a customer will give your product a 2 second evaluation while browsing. What makes your product stand out? Are you simply relying on the quality, the taste or smell, the loyal customer ... with more and more choices on the shelves every day manufacturers need that extra punch ... printed film showcasing the variety of product choices appeal to consumers... they stand out and they sell!

Appeal to your target market with complimentary promotional items, or combine multiple product varieties in one complete professional unit.

Offering your products in variety packs, or rainbow packs, adds value and diversity to your products by presenting several products to your consumer in an appealing format. This can include offering multiple flavors in one pack, or adding a bonus item to products. Complementary products can also be wrapped together and provide the consumer with an easy and convenient product that has a higher perceived value.

The combination may just be the eye candy the customer needs and the niche your looking for to create that new fresh look year round.

**Bullseye Packaging**  
Stephen Peters - General Manager  
#8 - 730 Stremel Road

This email was sent to [email address suppressed]  
[Click here](#) to *instantly* unsubscribe.

Copyright © 2008 Bullseye Packaging. All Rights Reserved

1/6/22, 2:43 PM

Bullseye Packaging - Newsletter

Kelowna, BC V1X 5E7

Phone: 250-575-7275

E-mail: [speters@bullseyepackaging.ca](mailto:speters@bullseyepackaging.ca)

powered by [NEDmail](#)