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### In Other News

#### GRANVILLE ISLAND CANDLE

The Healthy Way to Light Your World

Located in Kelowna, British Columbia Granville Island Candle is one of the largest Soy Candle Manufacturers in Canada. They offer a full line of Pure Soy Candles, as well as bulk supplies. They are also the Western Canada Authorized Distributors for Enchanted Lites Soy Wax and Fragrances, as well as Auralites Polycarbonate Tealite and Votive Cups.

We are excited to assist with Granville's success by helping to implement four new and different Variety Packs available at their retail store. This is a unique V shaped cut out tray allowing for the maximum product exposure and wrapped in clear shrink giving a great retail appearance and enhanced package strength for loss prevention.

Visit their showroom at #107-2714 Highway 97N, call 250-762-4884 or online at [www.granvilleislandcandles.com](http://www.granvilleislandcandles.com)

## SEASONS GREETINGS

Wishing you and yours the warmth of the Holidays filled with happiness and health, good cheer and the comfort of family together. We hope you had a wonderful 2008 and that 2009 will be one of prosperity through new and creative ideas and implementations.



## WHY USE BULLSEYE?

Adequate space for storage and distribution as well as the labor expense, management stress and capital out lay for equipment have always been issues confronting any manufacturing process.

These are lean times and for many companies today it simply does not make sense for them to lease space, hire staff or put out several hundred thousand dollars in equipment expense to operate their facilities when the option of outsourcing professionally staffed warehouses and co packing facilities are available locally.

Based on this scenario, Bullseye Packaging is your ideal business partner, we take the hassle out of doing business by providing many services to you efficiently and effectively.

Our process allows companies and manufacturers to focus on what they do best, which is creating a great product! We focus on what we do best, making your product retail ready, which may involve initial storage, packaging in various formats and distributing that product to the many retailers or end users.

## YES PRINTED SHRINK FILM .... BUT SO MUCH MORE!!

We love our printed shrink film! Why? .. because it's effective, it sells products, it's environmentally friendly, it's inexpensive and Bullseye is one of only a handful of companies in Canada offering this service.

But we are so much more ... Bullseye offers a variety of packaging services in both cardboard and plastics, storage and distribution,

Stefan Farrow Operations Manager for Granville says ... "We would like to thank Bullseye Packaging for their dedication and creativity to our project, we will definatley work with them again on future endeavours"

COLD STORAGE AND DISTRIBUTION-COMING SOON TO BULLSEYE

Storage and distribution seem to be issues and on the radar with many companies. Bullseye understands this and can accomodate most ambient storage and distribution requirements from our Kelowna facility. Being proactive we have begun plans to create a chilled and frozen storage facility here as well. This is scheduled for the Fall of 2009. If you have any questions pertaining to this or would like to be added to our waiting list please contact us.

BC LIQUOR STORES' SHARE A BEAR CAMPAIGN UNDERWAY Vancouver -

BC Liquor Stores begins this year's Share a Bear campaign on Wednesday Nov. 19, 2008.

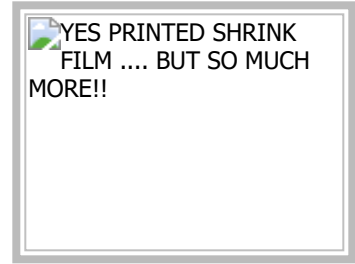
Beginning Nov. 19, BC Liquor Store customers are invited to buy twin teddy bears for \$11. One bear goes home with the customer, while the other is donated to a charity chosen by liquor store staff in their community.

Thanks to BC Liquor Store customers, in November and December 2007, more than 30,000 bears were donated to children in various hospitals, shelters and special homes throughout the province. Since the program began in 1989, more than 288,000 bears have been donated to British Columbia charities.

The annual Share a Bear campaign is part of BC Liquor Stores public safety and corporate responsibility program.

variety and seasonal packaging, outsourcing bottles, containers, crates, fillers, printing and consulting.

We are connected to companies all over Canada and abroad that bring a wide assortment of products and services to your door.



DISPLAY LOADING

It's no secret that properly displayed products outsell poorly displayed ones many times over.



Many consumers purchase on impulse or purchase based on public perception while others will try something at least once based on appearance and the perceived value it portrays.

There is a downside to displays, that being they are time consuming to erect and equally as difficult to load, wrap and ship!

Typically a manufacturer could find themselves spending more than half their allowed time assembling, loading and distributing these very effective display marketing tools.

Bullseye makes this process simple, we specialize in the assembly, loading, wrapping and shipping of all variety and single item display units. The end result is extremely cost effective with a professional product produced .

VARIETY AND SEASONAL PACKAGING

Have you walked through Costco lately and looked at the variety of products inserted into 1 package?



These are called variety or seasonal packs and they make sense! Consumers love variety and it shows with all of the large retailers and breweries moving in this direction.

Variety packaging is extremely effective and allows for a number of products to be showcased or advertised with one purchase.

This form of packaging was once reserved for seasonal promotions or events and while that is still the case variety packs are now being seen as mainstream in many cases.

For the manufacturer variety and seasonal packaging can be quite a hassle as it interrupts normal flow on production lines adding to stress and increased expense.

Bullseye can simplify this for you by doing it all here, send us the individual skews, we'll break it down, combine products, package it and send back to you or to your customer. It's that easy and you would be surprised how cost effective it really is for you.

STRATEGICALLY LOCATED

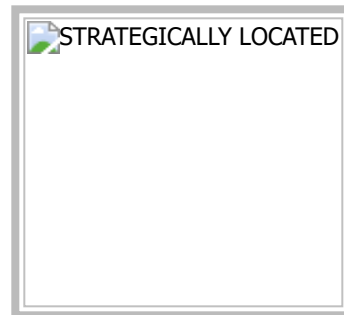
In 2007, BC Liquor Stores won the Retail Council of Canada's Corporate Social Responsibility Initiative Award for its Share a Bear program.

**Pass it on**

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

Why Kelowna BC?

Well we would like to say because of the climate, a destination unlike any other in Canada where you can ski in the morning and golf in the afternoon or maybe the people, a population rich with diversity but really Bullseye was strategically located between Vancouver and Calgary giving great access to the packaging and distribution needs for Western Canada.



**Bullseye Packaging**

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