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In Other News

V.I.P SOAP PRODUCTS

For over half a century V.I.P Soap Products has been manufacturing premium quality cleaning solutions for both private label and branded items. They service both domestic and export markets from Canada's West Coast since 1951. Their in house chemists, combined with stringent quality control programs make them an industry leader in control brand production and new product development. The six acre facility houses fully integrated liquid and powder production lines as well as two in-house labs. Having shipped thousands of containers to over 7 countries they have the experience and expertise to ensure appropriate documentation and secure delivery. Bullseye Packaging is excited to work with V.I.P Soap Products and wishes them much success in the 2009.

NEW STRATEGIES IN 2009

For many businesses, 2009 will be a year focused on simple strategies that have shown success in the past as well as new and creative thinking outside the norm. Even for companies fortunate enough to ride a brand or slide into a niche market the next few months are going to present challenges never seen before as they need to be innovative to attract consumers. Consumers are taking more time deciding which products to purchase, when and where to dine and budgeting accordingly. Companies are now having to think out of the box, analyze internal operations and work flow, look at new ideas and ways to cut corners without affecting the quality of product or appearance to the customer. Bullseye Packaging has so much to offer, strategically constructed to assist local and national companies with product positioning in western Canada.



FOCUS ON WHAT YOU'RE GOOD AT ...

Manufacturers know their product ... it may be beer, it may be soap or cookies or juice or pet food or whatever .. but that's only a small part of the equation. Sales, marketing, advertising, packaging, filling, branding, shipping, fulfillment, distribution and warehousing are all components necessary to move that



wonderful idea forward and turn it into profits. Did you know that Bullseye can successfully help with every one of these steps and even completely eliminate some of these from your daily chores! Why would you want to do that? Because we know marketing, we know packaging, we know distribution .. and everything that is required in between to properly display and advertise your product. We have the labour and knowledge required to take the task off your plate, usually many times cheaper and more professional than if you used your own people. Think about it, as a manufacturer with 5 employees or 500, where do many of the problems exist in your operation? We find it usually isn't in the development of the product as that area has typically been perfected long ago .. it seems to always exist in packaging, assembly lines, distribution and shipping. These are high problem areas with huge bottlenecks due to complicated equipment, lack of applied resources or a shortage of space. Bullseye can be the labour component for your company with highly trained managers and an efficient labour force to draw from. Take the hassle out of your operation and utilize our labour, our building, our equipment and let us deliver a quality and marketable product to the retailers door.

Pass it on

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OFF SHELF MERCHANDISERS

Shelf space in any retail outlet is always at a premium. Retailers carry as many brands as possible in hopes of capturing the consumer and competing with their neighbor. For the consumer the rows of shelving become a sea of color and confusion in their quest to find the best flavour and price. Inventive companies look at ways to be different and rise above the pack, to get their product noticed and begin the branding process. One simple technique is the use of off shelf merchandisers. These highly effective tools allow your product to stand alone without being crowded, they allow for individuality and ease of access to the shopper. Advertising and product information can be shown in life size print as opposed to relying on small labels. Retailers love them and surveys have shown that these merchandisers work and can be an important piece to the marketing and success of a new or experienced product. Is there a down side? Absolutely! They take time to build, load and ship. Many manufacturers don't have the time, space or manpower to effectively utilize these amazing distribution and advertising products .. again Bullseye can make a difference .. we specialize in the implementation of these displays from start to finish. The process is simple, you ship us your product in bulk and your displays in a flattened form .. we assemble the display, unpack your bulk product and efficiently load the display. Once that is finished, we wrap and palletize the display, apply pallet placards, arrange it all for transport and ship to the customer of your choice .. this process eliminates several costly and time consuming steps within your operation and creates a very professional and marketable product in the end.



SHIPPING WITHIN WESTERN CANADA

Shipping is inevitable, we all must do it but we can turn some of that headache and hassle into a positive! Some may think that Bullseye, located in Kelowna BC is out of the way, but in fact we are directly in the path of everything headed east from and west to Vancouver. Most shipments pass directly by our doors! In many cases we have found that shipping from Vancouver to Kelowna can become as cost effective as shipping within the city or lower mainland. Bullseye has aligned itself with several shipping companies willing to work with us! They understand the need to be creative and to develop long term relationships with us through the best rates possible.



TURN KEY OPERATIONS

Have a product idea that you have sat on for a while but didn't know where to begin? Or maybe you've designed or produced a great product but don't quite know how to get it off the ground or take it to the next level! Bullseye can be the difference. We can work with you from conception to sale through our comprehensive consulting services. Our connections with outsourced material, with bottling and packaging, and everything in-between such as labour, warehousing, distribution, fulfillment and retail connections.



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Bullseye Packaging - Newsletter

Why get confused in dealing with scores of companies when 1 company is all you need!

Bullseye Packaging

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