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In Other News

Study: Dropping prices can hurt brands.

"Cutting the price of branded foods and other products, despite seeming like the natural response to bad economic times, can actually hurt consumer perception of the brand, according to a new study from Yankelovich." [Click here for the complete article from Food Packaging Insights Newsletter](#)

New Report Examines the Green Packaging Market in the U.S.

"March 31, 2009 - Reportlinker.com announces that "US Green Packaging Market" is available in its catalogue. According to the report, U.S. demand for green packaging will approach \$45 billion in 2013." [Click here for the complete article from Pack Expo.com](#)

Corn, Soy Become Cupcake Wrappers

"March 27, 2009 - Purdue University students have created award-winning new uses for corn and soybeans, including cupcake liners and cork products. Three

Bigger & Better - A Story of Growth & Perspective

2009 started with a lot of business owners taking a deep breath to wait out the recession or to see how the markets would behave. A time of conservative approaches and safe steps. It was a time to focus on the core strengths and remove areas of weakness.

But in times of trial and difficulty companies also need to show the world what they are capable of - an opportunity to show their best. Therefore, it is a time for innovation and creative thought - to take up the challenge to capture more market share in a depressed or deminished market. It is for this purpose and for this time that Bullseye Packaging exists. The inherent inefficiencies in doing custom packaging within a large-scale production environment are removed when such processes are outsourced to companies specializing in them. When working with Bullseye Packaging, you are focusing on your core competencies and outsourcing your area of weakness to a company that has focused their business to be efficient with complex and custom packaging.

It is this same thinking that motivates me when hiring my staff - find people who are better at certain things than you and have them do them. They have the freedom to excell in their areas of strength and I'm freed up to focus on the areas of the business that I can add my skills and value to. It is this same thinking that motivated our expansion in the Fraser Valley with our second manufacturing facility. [Click here for new location map and contact information.](#)

For some of our clients, their product passed right by us on the nearby highway en route to the main markets for our client either to the East for the Calgary, Edmonton, and beyond market; or to the West for the Fraser Valley market. For these clients, our services were a benefit and an added value for their product on the way to the market. This strategy works especially well for [display loading formats](#) by removing the freight costs of transporting bulking and inefficient displays accross the country. The display may be a key marketing tool, but does have a cost component when travelling distances to non-local markets.

However, at the same time there were several clients that couldn't use us without additional costs because they were based in the Fraser Valley and serviced the Fraser Valley as their primary market. It makes sense for some, but not for all, to move product out of the Fraser Valley, only to return it again for resale. For most Fraser Valley companies, we were not providing the best solution. Our new facility in Chilliwack is less than 2 miles from the Highway and has easy access for 53' trailers through to 5 tonne trucks, as the need arises. Please [contact us](#) to arrange for a tour of our new space or to discuss your next project.

Introducing Shannon Richardson!

teams of students were awarded top honors this week in the university's annual Student Soybean and Corn Innovation Contests.

"These contests are about more than just creating new products," said Professor Bernie Tao. "The future success of our country depends on our graduates' abilities to innovate and market more sustainable products. That's something that can be hard to teach in a classroom.""
[Click here for the complete story from Pack Expo.com](#)

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.

With a new plant, new equipment, new clients, and a new geographic region upon us we needed a professional that could run the operation with the same quality of service, attention to detail, and exceptional results that our customers have come to expect from us. We are excited to introduce to you Ms. Shannon Richardson, who has joined us to take on this challenge and to lead the Chilliwack plant into success in 2009 and beyond.



Shannon is originally from Montreal and has spent the past 15 years living on the West Coast. She joins us with a Bachelor's Degree from SFU and a background of success in both project management and sales. As a Project Manager she learned of Lean Manufacturing and embraced the Kaizen philosophy of production which she employs as she runs the Chilliwack plant. When not at work, Shannon enjoys time with her family, running, and volunteering with the Canadian Cancer Society.

Challenge - New Package In Stores Near You!

While some of our clients have been working with printed shrink film for several years in a market where this advanced pack format is now commonplace, other clients are leading their industry with printed shrink film as the NEW FORMAT. In the next few newsletters, we hope to showcase a few of these new products, but for now I will only say that we are very excited to be part of their development and advancement.

The challenge: Find the new packages.

The Clue: The Bullseye Packaging logo will be on the bottom of each package.

What you need to do: Go into the market, find the new packaging in a store near you and let us know where you found it.

Produce a sample of the package, and we'll do your next project for 10% less than our last quoted price! If you don't have a quoted project yet, no problem, we'll establish the long-term pricing and complete your first production run with the discount included.

It's rewarding for us to see innovation and creative strategies being employed through us and we want you to enjoy in the excitement. To tell me about your success, or to share a packaging story of interest to you, please [e-mail me](#) at your convenience.

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