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### In Other News

**Expansion in China for PepsiCo:** The new plant is expected to help PepsiCo reduce annual greenhouse gas emissions by 3,100 tons, water usage by 100,000 tons, and overall energy use by four million kilowatt hours compared to the former Chongqing plant. [MORE](#)

**Nestle Waters and Arby's join hands:** Nestlé Waters North America and the Arby's Restaurant Group Inc. announced Nestle Pure Life will be available in more than 3,700 Arby's restaurants nationwide. [MORE](#)

### Pass it on

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## BC Owned BC Brewed

Bowen Island Brewery has a new pack format in the market that has some heads turning! Their new 8 can variety pack includes four unique flavours (Irish Cream Ale, Lager, Pale Ale and Honey Brown Lager) ready to satisfy any craft beer loving palette.



Bullseye Packaging first met the great folks brewing Bowen Island about a year ago, where we introduced the concept of printed shrink film. We are thrilled to be a part of the launch of this new pack format this season and enjoyed the development of this pack from concept to consumer.

As you can immediately see when you enter any store carrying their product; this product is wrapped with beautiful printed shrink film. The graphics grab you from the shelves and sales have proven the success of this growing pack format. Turn over the product and you'll see our logo as a stamp of pride in our work.

## Displays & Your Product

Getting on the shelves at your retailer of choice only the first step to making a lasting impact with your consumer. One growing area of marketing is getting off the shelves and onto pallet displays, or stand up displays, within the retailers high traffic floor space. This emerging trend is highly evident in small retailer through to club stores. The goals are simple - put your product where people will see it and differentiate your product from your competitors. Both goals are quickly accomplished through effective application of a display.



Bullseye Packaging connects you with a range of display developers and manufacturers that will meet your needs. We stay with you through the process, or give you as much space as you need, depending on your comfort level with the process. Where we really shine is the assembly and loading of the displays. We receive your bulk product and the display components and put them all together for a retail-ready package. We professionally palletize your displays and report all production usage, timing, and loss each day of production. For more details, and images of sample displays, please visit the [Services](#) section of our website.

This has been a growth area for our business and we are thrilled at how well it complements our other services. [Contact us](#) at your convenience for a discussion, quote, or to start your next project.

## Two Valley Take Down

The Chilliwack operation has been operational for the past few months and already has exceeded our client expectations. As with the Kelowna operation, Chilliwack prides itself on quality, service, and exceptional value through ideas and problem solving. We have created capacity by continuing to pursue improvements and incorporate best practices wherever possible. Specializing in bundle wrapping in trays, Chilliwack is well positioned to take on larger pack sizes in PET, Tetra, Glass, and cans.

When thinking of preparing your materials for the retail market, think of Bullseye Packaging. We now have the most shrink bundling capacity in Western Canada, with a track record of success and client satisfaction. A good company never makes mistakes, but a truly exceptional company steps up when a mistake is made and works with their client to solve the issues - for today and for the future. This is why customers keep coming back to us - because they know that we will work for them, keep their best interest in mind, and do everything in our power to grow their business and support their success.

[Contact us](#) to learn more about our services, to see first hand one of our operations in action by taking a tour, or to begin a new business relationship.



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