

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

- ▶ [Summer Approaches](#)
- ▶ [Welcome Daniel Markus](#)
- ▶ [Checkmate - a winning match!](#)
- ▶ [Move Complete - Even Bigger and Better](#)

### In Other News

#### Gap widens between EU and U.S. corrugated weights

While there is much in common between packaging trends and markets in Europe and the United States related to corrugated board, there is one major difference: corrugated board is 20% heavier in the U.S. versus the European Union ....

[Click for whole story.](#)

#### Molson Coors acquires majority stake in Chinese beer company

Molson Coors Brewing Co., Denver, purchased a 51 percent controlling interest in a new joint venture with the Hebei Si'hai Beer Co., Chengde, China, for a cash investment of approximately \$40 million...

[Click for whole story.](#)

#### Beverage R&D: IFT Food Expo Planner

Thousands of the world's top food science and technology professionals will converge at the 2010 International Food Technologists Annual Meeting & Food Expo at McCormick Place in Chicago, July 18-20. Attendees will discover new

## Summer Approaches

One of my favorite times of year is late Spring. The anticipation of Summer is building and the weather is beginning to call to me. Gently at first, and more insistently as Summer approaches. This is also the time of year where our customers are much busier, and a time when the bulk of our products are being sold with increasing volumes.



Since starting this business a couple of years ago, I have kept true to my desire to support my clients however possible. Whether we are a developing of a new pack format, never seen in the market before, or simply facilitating an increase in volumes for a traditional format that is continuing to grow, we are ready to support our clients and ensure they implement their plans with excellence every time.

The current economy has proven to be a struggle for many companies. We are excited about the successes that we've been a part of and how we have helped innovative companies try new ideas and enter the market quickly and successfully. In this aggressive environment, only the innovative and wily producers will continue to grow. I'm excited about that because Bullseye Packaging is uniquely positioned to provide the speed to market, excellent of implementation, and failure avoiding expertise for almost any specialty pack or display.

For more information on our services, please check out our [online listing of services](#) that may help you with your next project!

Sincerely,

Stephen Peters - President of Bullseye Packaging Services Inc.

## Welcome Daniel Markus

Please join us in welcoming Daniel Markus to Bullseye Packaging as our new Production Supervisor. Responsible for the daily operation of our production facility in Chilliwack, Dan provides leadership and perspective for our amazing team. Dan has been with Bullseye since the Summer of 2008, and has both grown as a valued member of our team and has helped to grow our business as well.

Dan's natural leadership ability, clear manner of guiding his staff, and his no-nonsense way of handling every situation has impressed all of us at Bullseye Packaging for some time. We're excited to have Dan at the helm in Chilliwack and have seen his style impact our staff and our ability to produce a fantastic finished product.

products and technologies... [Click for whole story.](#)

### **PepsiCo kicks off G Series**

**marketing** PepsiCo, Purchase, N.Y., launched a marketing campaign for the release of its G Series line of Gatorade sports drinks with a television spot during the NBA Playoffs... [Click for whole story.](#)

### **Coca-Cola celebrates 124 years**

The Coca-Cola Co., Atlanta, celebrated its 124th birthday on Saturday at the 2010 Shanghai World Exposition with a musical performance to unveil the soundtrack of the company's marketing campaign for the 2010 FIFA World Cup... [Click for whole story.](#)

### **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.

Welcome aboard, Dan, and all the best with your new role!

## Checkmate - a winning match!

We have begun to work with a great company by the name of



Checkmate Geosynthetics. For those out there that think we are the best at variety packing beverages - you're right, but we also do displays for all kinds of products and specialty packs as well! [Checkmate geosynthetic](#) products become system solutions for a wide range of site challenges including: grade separations and loose soil conditions. These challenges can seriously affect the cost of projects involving roads, highways, parking lots, as well as commercial and residential site servicing areas. They are in business to supply you with the right product solutions for the right applications, on time and on budget! This allows you to get the highest possible value and solutions that meet your requirements.

As an example, their RigidGrid can be a solution for multi-lane highways, dirt resource roads, railway beds, airport runways. Wherever poor soil conditions exist, heavy traffic, or a need for long term durability of transportation infrastructure, Checkmate Geosynthetics can be applied. Click on their logo to see some of the amazing projects they have made a success!

## Move Complete - Even Bigger and Better

We have finished our move in [Chilliwack](#) to serve you better. Our larger, more efficient floorplan is ready and has been proven to support 2 automated packaging lines, 2 manual production lines and a work center for display development and loading. We are ready, whether you want to store your product, or simply move it in for a day or two while we work with your materials.



Our new location is in the same large warehouse but is now between dock doors # 37, 38 and 39 instead of # 1 and 2.

With our plant established in the lower mainland, we will continue to pursue our vision of a plant in Calgary and Seattle. Please [contact us](#) if either of these future locations will serve your needs.

### **Bullseye Packaging**

Stephen Peters - General Manager  
#519 - 6388 Unsworth Road  
Chilliwack, BC V2R 5M3

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

Copyright © 2010 Bullseye Packaging. All Rights Reserved

Phone: 604-858-5533

Fax: 604-858-5355

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

powered by [NEDmail](#)