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In Other News

Implementing Your Ideas:

For beverage companies, packaging can oftentimes be the primary vehicle to deliver a brand's message, especially for emerging beverage companies that have not yet solidified themselves in the minds of consumers.

[Read more...](#)

Store Brands: Although conventional wisdom would say that the recession is responsible for the growth of private label in recent years, industry analysts report that the economic downturn only fueled a trend that began with retailers improving the quality of private label beverages to go along with lower prices. [Read More...](#)

Pack Expo 2010: PACK EXPO International 2010 has it all. Join 45,000 colleagues to explore a full array of both packaging and processing innovations on the industry's most dynamic show floor. Go home with the trends, technologies and integrated solutions you need to optimize operations across the line. [Read More or register to go...](#)

New Pack Format Hits Alberta

We are proud to present the new print-registered format of Old Milwaukee 24 can packs! As the applicator of this appealing film, we played a part in the development and feasibility trials of this new pack. The artwork was designed by a great firm and the product has hit stores in Alberta!



This is another example of how print registered film can support the marketing vision of a company for their brand.

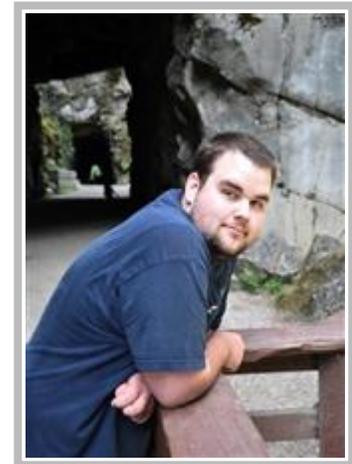
Showcasing their trademark colors and artwork, this pack will create a buzz in the marketplace.

Working with companies to ensure a smooth transition to market is something Bullseye Packaging takes great pride in. We have successfully supported the implementation of new pack formats from concept to market on several projects. Sporting our logo on the bottom panel is a point of interest to us. We want to ensure that every pack leaving our 10,000 sq ft Fraser Valley warehouse meets or exceeds all of our client's expectations in a timely manner.

Please [contact us](#) to see how we can support your next project today.

New Leadership, New Direction

We are pleased to present Adrian Houser to the world as our new Production Supervisor in Chilliwack. With a new direction on large accounts, and extensive reporting requirements, we needed someone running the plant with an eye for detail and professional leadership. This summer has been our busiest season yet, and Stephen Peters, owner and General Manager, needed a right-hand leader in place to continue to grow and to move the company forward. With a long-term vision of three plants in Canada, Chilliwack is developing into an autonomous operation with an excellent track record and second-to-none service levels.



Adrian Houser started with Bullseye in April 2009 as a Production Worker. His natural leadership, quick understanding of the workflow, and professional background soon elevated him to a Production Lead position. With a track record of success and an openness to learning new options for the business, Adrian earned the position of Production Supervisor this past summer. Adrian's past

Something Different:

The power of social media is making Frito-Lay flinch a little. Its much-touted compostable SunChips bag, made from polylactic acid (PLA), is meant to reduce roadside pollution, but now it's getting unwelcome attention for alleged noise pollution. [Read More..](#)

Pass it on

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experience as a Case Manager with Stream in Chilliwack, prepared him for the fast-paced, ever changing environment of co-packing in a unique way. Bringing a firm understanding of the importance of positive mentorship, impeccable paperwork, and fair-minded leadership, Adrian has taken the roll to new levels and is actively bringing value to Bullseye Packaging and our host of clients.

Adrian grew up in the Fraser Valley and lives close to the warehouse with his new bride, Melissa. Melissa was kind enough to supply the picture of Adrian from her database as a professional photographer. You can learn more about her talents with the camera by visiting her [website](#).

Roller Derby @ Kelowna Warehouse

The Kelowna warehouse has been emptied of all the equipment and warehousing materials. We have freed up the space for some new friends of ours - the Okanagan Roller Derby League. A fast growing new sport involving women on roller skates, a flat track, and lots of excitement and they are using the Kelowna warehouse for practice.

Meeting with the league has opened my eyes to a new sport that I didn't know much about two months ago. Now, I'm excited to be a part of their success and continued growth. Formerly of Prospera place, they needed to find a new home during the hockey season. 7,000 sq ft of perfect warehouse flooring was just the answer for their needs. Always looking for creative solutions, Bullseye took the opportunity to partner with the Roller Derby League in a unique way. Check them out at their facebook page "Okanagan Derby Girls" or their [website](#).

If you are new to the sport, or want to see them in action at their next event, check out this [website](#), or watch the recent Drew Barrymore movie "Whip It" that shares a story about derby girls in Austin, Texas, where modern-day derby got it's start.

**Bullseye Packaging**

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