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In Other News

Juicy Juice Fruitfuls: To provide consumers with a healthy and flavorful juice option for children, Nestle USA launched Juicy Juice Fruitfuls, which is a line of all-natural juice drinks with 35 percent less sugar than regular juice and a full serving of fruit in each single-serve carton. [Read More](#)

Seattle's Best Coffee Vending Machines: Coinstar and Seattle's Best Coffee are making your daily cup of joe more accessible. The two companies have created Seattle's Best Coffee kiosks, also known as Rubi, which will dispense a variety of single-cup coffee options, ranging from a brewed cup of coffee to mochas and vanilla lattes. [Read More](#)

Nut packages update look: Kraft Foods Inc. collaborated with Spring Design Partners (www.springdesignpartners.com) to revamp the packaging for its Planters Almonds, in order to capture the spirit of the natural snack. [Read More](#)

Beverage Merchandising: What To Drink? Speed to market is one of the key factors in the success of the fairly dynamic private label beverage category, according to Jim Wisner, president of Libertyville, Ill.-based Wisner Marketing.

"The beverage category in many ways is changing at light speed

Granville Summer Sessions

Great new project for Bullseye Packaging and a great new pack format for the market - the [Granville Island Brewing Summer Sessions 6-pack](#). These exciting new 6-packs are in the stores currently.



Granville Island Brewing has stayed true to their regional heritage by offering these 3 summer beers; Robson Street Hefeweizen, Cypress Honey Lager, and False Creek Raspberry Ale. I'm partial to wheat beers with a touch of citrus, myself, but you can decide which flavour works best for you.

Bullseye Packaging formed cartons, applied tamper evident stickers, and inserted these into masters for shipment to the Western Canadian market.

Try this new pack format while supplies and our beautiful BC Summer lasts. Check out [Granville Island Brewing Here](#).

Good or Great?

After talking with new clients and potential clients, I've had the chance to think a lot about what makes a GREAT co-packer vs. simply a GOOD one. The purpose for me is to continue to improve on our business methods, quality, services, performance.

Every business owner wants to think of their company as great, but what does it really mean? If you provide consistently good quality or return phone or e-mail messages within a few hours, or change production plans on short notice, or proactively highlight opportunities for savings with your clients - do these things make you great?

To [Bullseye Packaging](#), these are simply the way we want to do business. We expect the same from our vendors and move to new vendors when these expectations aren't being met consistently. So, I can't say they make a company great.

For me, and for my company, being great means taking pride in what you do, charge a reasonable fee to do it, and make sure any issues



with new products, new flavors and new packaging, and it keeps coming," Wisner says.

"Sometimes you see some retailers sitting on their hands a little bit before they catch up to these new categories. It took a while before retailers started introducing vitamin waters, for example, and some of the other enhanced waters." [Read More](#)

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that come up do not impact my client. When I take pride in my work, the warehouse is clean, the finished goods are perfect, phone calls are answered, and every other tiny detail is taken care of quickly and professionally, and correctly.

Being great isn't just something I can see in my financial reports, production spreadsheets, or quality checks. For me, it is the culture of my business and the attitude of the results-oriented leadership and staff. It is knowing that we work in a "G-Rated" work environment where I can safely bring my kids when they want to visit. It's knowing that every employee will most likely go home uninjured after a good day's work.

[Bullseye Packaging](#) continues to strive for greatness, and I'm thrilled that as I meet new clients, they hear that we come highly recommended in our industry. [Contact us to see if we can be a GREAT co-packer for you.](#)

Thank you,

Stephen Peters

President & General Manager

Bullseye Packaging

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