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In this Issue

- ▶ [MERRY CHRISTMAS](#)
- ▶ [VEGA - HEALTH & VITALITY](#)

In Other News

Candy is on top for Christmas: Visions of sugar plums and all other types of candies are dancing in the heads of not only children but adults too during the winter holiday season, according to a holiday snacking report by The NPD Group [READ MORE...](#)

Private Label continues to grow: Double-digit growth from perishables departments is helping fuel store brand momentum, with fresh produce ranking in the top 10 mega categories to experience store brand dollar volume growth. [READ MORE...](#)

Contract Packagers explore new formats: Function has added a new dynamic to the beverage landscape, which has allowed beverage-makers to explore new ingredients, package sizes and innovative products. [READ MORE...](#)

Demand for plastic continues to increase: US demand for plastic containers is forecast to increase 4.9% annually to \$32.4 billion in 2016, consuming 14.2 billion pounds of resin. Growth will be driven by performance advantages over alternative

MERRY CHRISTMAS

This has been a great year of growth and success for Bullseye Packaging. With new clients and new equipment, we continue to exceed industry standards and succeed within the co-packing industry.



With Christmas approaching, we enjoy the opportunity to reflect on the past year and becoming 5 YEARS OLD! Our operation has continued to grow in strength and capabilities, but I want to take this time to thank 3 distinct groups for our continued success:

- 1. Our Clients** - without our clients, all of our good intentions, employee development, process controls, and transparent communication wouldn't mean much. We are thankful for the best clients we could ask for and we look forward to great success in the coming years - THANK YOU!
- 2. Our Staff** - in the labour-intensive world of co-packing, the turnover rate can be difficult to manage. Our staff have developed their skills and have grown with the company. Many have been here for extended periods of time and continue to perform well, welcome new team members, and support our operation with their diligence, strong work ethic, and attention to detail. Bullseye would be struggling with the wrong people in the room and our team proves that the right people are capable of anything - THANK YOU!
- 3. Our Leadership** - Adrian Houser, our Production Manager, and his team of Lead Hands; John Murphy and Darren Bolko, are a great part of our success. Their attention to detail, flexibility, humility, and overall competence are a pillar of success for Bullseye. They have been given some very complex projects this past year, with tight timelines, and have met or exceeded our client expectations on a consistent basis. This is a great team of professionals that care about Bullseye, their staff, and their clients - THANK YOU!

With the stability and commitment of these 3 Key areas, we are confidently looking to expand our operations into Calgary with a new production facility in 2013. More information to come in our next newsletter!

VEGA - HEALTH & VITALITY

We are excited to be working with VEGA for the past year. With multiple project launches and tremendous growth in 2012, VEGA has set themselves apart in the natural health product industry. Their 30 day wellness program for optimal health and vitality is championed by Brendan Brazier - professional Ironman triathlete, formulator of Vega, and bestselling author of The Thrive Diet and Thrive Fitness. Brendan Brazier is launching a new educational program in January 2013, with pre-registration happening now at www.thriveforward.com Starting with a

packaging formats as well as a recovery in the broader economy following the 2007-2009 recession.

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foundation in clean eating, Thrive Forward provides simple, sustainable ways to enhance energy, stress, sleep, mood, digestion, anti-aging, immune function, and maintain an optimal weight.

VEGA works with us to implement their retail displays and promotional materials. We utilize our existing equipment and proven competencies to service their need for quality, consistency, and timely performance. Our projects with VEGA range for small retail packs to large multi-product off-shelf merchandisers. Their product lines include Vega One nutritional Shakes, Vega Sport natural plant-based sport nutrition system, Energizing Smoothie, SaviSeeds, and supplements like Vega Chlorella, Maca, and the Antioxidant Omega Oil Blend. You can find our handiwork with their well designed packaging at most health food stores in Canada. For a more detailed look at the company and their product lines, and how to begin your personal health journey, please visit their website: www.myvega.com



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