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### In Other News

#### Getting the On-Pack Message Right:

Effective on-pack messaging is key to ensuring that new packaging features and graphics make a difference.

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#### Delivering Brand Promises:

Great packaging sells a brand's promise, not the product - and consumers can relate to that. [READ MORE:](#)

#### A blast from the past:

Taking marketing cues from the 1920's [READ MORE:](#)

#### Grab and go sales soar:

How to take advantage of this beverage growth trend. [READ MORE:](#)

#### Helping Brands Recover in an Recovering Economy:

4 Methods to Help Your Brand Recover in a Recovering Economy. [READ MORE:](#)

#### Business Observer: Dare to be different

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## Growing Family

As a business owner, I often focus on the performance of my business, the achievements of my staff, and the success of our clients that I'm happy to be a small part of. Today is a moment in time to share the growth of our family.

I am in China currently - Changsha, Hunan Province to be exact - adopting my youngest son, Isaiah. He will be turning 2 in August and returning with us to Canada the day before his birthday.



I'm thrilled to see positive growth in my business, but I want to share with you some positive growth in the family behind the business. Isaiah will be joining the rest of children - all of whom are excited to have another boy in the house!

A great client base, dedicated staff, and amazing leadership have allowed me to focus on building my family alongside the building of our family business. Thank you for joining us on this journey.

Sincerely,

Stephen Peters - President, Bullseye Packaging Services Inc.

## Growing Business

I really enjoy working on new projects, new pack formats, new clients, etc. I like learning more about the packaging world and what is possible.

Sleeman has launched a new pack format in Alberta for Costco that I'm very excited about. It's not too heavy, like some of the competitors, yet it provides you with a volume discount when you need it.

This new variety pack is 36 cans in a reinforced, but lightweight, carton. This provides a great solution to the larger party needs that you have this summer.



Bullseye Packaging supported the launch of this new pack format through our newly launched Calgary warehouse. We are located in South East Calgary, ready to serve your needs as well. Please [contact us](#) to build a quote for your new pack format. We look forward to hearing from you.

For more information on some of the exciting pack formats we have put together, please [visit our website](#).

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**Bullseye Packaging**

*Stephen Peters - General Manager*

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