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In this Issue

- ▶ [Our Feature Success Story: Old Yale Brewing Co.](#)
- ▶ [Spring into New Projects this Season](#)
- ▶ [The Benefits of POP Displays](#)

In Other News

Today we are launching [our twitter page](#). Follow us for more regular information on our services and ways we can best serve you.

Recently Mars, Rodenburg and Taghleef Industries received an award at the 11th annual Global Bioplastics Awards competition for their innovative bio-based chocolate-bar wrapper [READ MORE...](#)

Congratulations to Saica Pack as they recently won the Nestlé Sustainability Award. To read more on how they are helping Nestlé achieve their goal of sending zero waste to landfills click [here](#).

For more information visit our [website](#) or follow us on [twitter](#).



Pass it on

Our Feature Success Story: Old Yale Brewing Co.

About **Old Yale Brewing**

"Since our start in 1999, we've always stayed true to our roots; seeking perfect balance using the finest, all natural ingredients combined with Canada's best drinking water. Our entire award winning line up – from the crisp, straightforward Knotty Blonde to Canada's best beer, Sasquatch Stout – is made to reflect this balance and is inspired by the landscape that surrounds us.



We believe the story of our hand-crafted beer can't be fully told using words alone. The beer's story has to be experienced, one sip at a time. We only brew beer that we love to drink, so when it comes to telling our story, we let our beer do the talking. Cheers!"

Claire Jensen
Brand Manager
Old Yale Brewing Co.

Why we use **Bullseye Packaging**

"Bullseye has become an integral partner to Old Yale, and has continually helped ensure our products make it out the door in top of the line condition. Bullseye has lifted the weight off our production team by taking over tasks that took away from brewing time (like assembling cardboard variety pack boxes) which means we can focus on doing what we do best – making delicious, hand crafted beer!"

Claire Jensen
Brand Manager
Old Yale Brewing Co.

To see more of what we do for Old Yale or see more success stories click [here](#).

Spring into New Projects this Season

As the snow starts to melt here in Western Canada and we move into spring, new products can be seen emerging. With the change of seasons, now is the perfect time to introduce new products and consider putting a fresh spin on older ones. One of the most effective ways to do this is through variety packs, specialty packs and point-of-purchase (POP) displays. Click



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[here](#) to look at some of the services we provide to assist you in launching these exciting new projects.

The Benefits of POP Displays

Point-of-Purchase (POP) displays are one of the best ways to market your product to consumers. People are more likely to buy your product from a POP display rather than any other similar product on regular store shelves!

Check out this informative [article](#) featured on "the balance." In it they talk about the effectiveness of POP displays and how implementing them in your marketing strategy can further the sales of your product.

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