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# NEWSLETTER



## The Prost8Lager Project!

Bullseye Packaging is proud to announce our support and involvement in the Prost8Lager Project!

*'1 in 7 men will be diagnosed with Prostate Cancer in their lifetime. The craft brewing community in British Columbia believes it is time to stand up and raise awareness and funds for cutting edge research right here in our backyard. Companies from across the craft brewing industry have teamed up to create a special beer that you will find across stores in BC. We have brewed 100 Hectoliters of this beer in the pursuit of raising \$100,000. 100% of the money raised from the Prost8 Lager will be donated to the Vancouver Prostate Centre!'-[Urology Foundation](#)*

We encourage everyone to visit the [fundraising website](#) to see our progress throughout September! Packaging all of the lager that is being brewed was an easy decision to make and we hope to find more causes to support in the future as well! If you have need of a packaging solution for any need big or small you can contact us via our [contact page](#)!



## Should You Fit Into the Mainstream?

As constant as the rising sun Pumpkin Spice comes back into view. As temperatures decline by even a few degrees companies everywhere are working to inject this festive flavour into every product possible. With autumn leaves comes cooler days and with cooler days come pumpkins, and with them comes the spice.

While many have received complaints over the usage of such an esteemed flavour many others look and wonder why. Why has such a specific flavour overtaken 3 months of the year, every year, like clockwork. This isn't the same as the Christmas season where the colours green and red take over, this is a takeover very centered on the food industry.

Perhaps it is a contest to see who can gain the most traction across social media for the wacky combinations. Perhaps it is truly what the consumer wants. Perhaps it is simply a marketing gimmick. No matter how you look at it, it sells and it sells in droves.

It is much the same in packaging, there are certain trends that sell every time you do it. You'll hit that minimum number every time without fail but it doesn't mean you will increase your yearly sales. You can take your approach and continue to achieve what you already have or you can take that step, combine those products and create a variety pack for your consumers. Take your age old product and incorporate it into windowed boxes showcasing your strengths. Stand out and be different. This is where Bullseye Packaging comes into play, with your innovative packaging ideas and our ability to tackle any project no matter how unique, success will be found. Don't believe us? You can read about how we have provided packaging solutions to over a dozen long term clients [right here](#) on our website!



## Using Wood to Make Labels?

In an industry first UPM Raflatac has launched a wood based film for use in the creation of packaging labels!

'Label material producer UPM Raflatac has introduced an industry-first wood-based polypropylene film material to the consumer packaging market. The UPM Raflatac Forest Film label material was developed in collaboration with UPM Biofuels using UPM BioVerno naphtha, a 100 percent wood-based solution originating from sustainably managed forests. The solution will be made available globally and has spurred notable interest in the markets and several projects are already being executed, the producer indicates.



This innovative film is being touted as an answer to the needs of brand owners to replace traditional fossil-based virgin materials with renewable ones. It offers companies an efficient and impactful way to reach beyond their sustainability goals without compromising on product performance, the producer says.

"Developing the technology to produce renewable naphtha from crude tall oil that is a residue from the pulping process is the unique innovation of UPM. This has allowed us to take this historical step. Now we have succeeded in bringing this sustainable innovation downstream in the value chain all the way down to consumer packaging solutions," Tuomo Wall, Director, Films, UPM Raflatac, tells *PackagingInsights*.

"At UPM Raflatac, we support the circular economy by innovating circular labeling solutions, but that is not enough. We are aiming higher by making sure that the raw materials we use are as sustainable as possible. By replacing fossil-based raw materials with renewable ones, we can ensure a truly sustainable packaging solution. Our Forest Film is a natural step on our journey towards labeling a smarter future beyond fossils," adds Antti Jääskeläinen, Executive Vice President, UPM Raflatac.' - [Packaging Insights](#)

At Bullseye Packaging we are constantly on the lookout for new and innovative ways to provide the best packaging solutions possible. As the industry advances towards renewable packaging components in the ways of ecophane, and now wood pulp based labels, we look forward to seeing how these products will impact the market in the coming years. One thing is sure, we will be right there with the change making sure that our services remain at their peak. You can read about how we have adapted to various client needs over the years and how we could work with you to create a solution that works right [here](#) on our website!

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