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# NEWSLETTER



## AB Beer Festivals Success Story

Working with [Alberta Beer Festivals](#) to put out the best product experience possible was great! Packing the highlights of a beer festival into a variety pack and making it easy for consumers to purchase was an excellent idea and we loved being a part of it!

AB Beer Festivals was nice enough to approve the posting of a success story to our website after our first project together. They had this to say, "*Bullseye Packaging has been an incredible partner from start to finish on our project. They were friendly, helpful, and knowledgeable. They answered all of our many questions with patience and professionalism. We're looking forward to partnering on many more projects with Bullseye moving forward.*"

You can see the success story in it's entirety [here](#) on our website!



## Straight from our warehouse to retail floor!

Showcasing your product at the retail level is critical to getting the consumer to focus on what you are offering them. Our trained staff will load your products into your displays designed to enhance visual appeal for the consumer within the retail outlet.

Bullseye Packaging has the capability to effectively assemble your custom retail displays, load them with your products, and make them ready for distribution.

The term displays include anything that supports and presents your product effectively.

This can range from Point-of Purchase (POP) displays that are typically found in health stores or grocery store aisles, or a Display Ready Pallet (DRP) that you see in club stores such as Costco and Superstore. Bullseye Packaging is set up and actively working on many formats of displays throughout the year.

Whether this is your companies first time using displays, or your demand for displays is becoming greater than you can handle with an in-house operation Bullseye Packaging is here to help you get your product to the market in a way that will boost sales but most importantly consumer awareness of your brand and product!

A full breakdown of our services can be found on [our website](#)!

## Combing winning products into a variety pack that will succeed!

Bullseye Packaging has been providing many formats of variety packing for several years. From simply adding a new product as an extra to an existing pack format, to a complete pack of new products designed to introduce a new product line or brand to the market as quickly and efficiently as possible.

Variety packs appeal to your target market with complimentary promotional items, or combine multiple product varieties in one complete professional unit.

Offering your products in variety packs, or rainbow packs, adds value and diversity to your products by presenting several products to your consumer in an appealing format. This can include offering multiple flavors in one pack, or adding a bonus item to products. Complementary products can also be wrapped together and provide the consumer with an easy and convenient product that has a higher perceived value.

## Client Showcase: OK Springs - Pale Ale

Okanagan Spring's Pale Ale is what we're here for. With its smooth amber colour and clean clear packaging, it makes for the perfect post boat ride brew.

"In the OK, we like things with a bit of bite, and our Pale Ale's no different." -[OK Springs](#)

While this brew may have a bite to it, it pairs perfectly with our cool cold lake and mountainous scenery. Taking part in Okanagan Spring's Pale Ale is the perfect end to the perfect day and is guaranteed to take you back home to the valley we all know and love no matter where you may be.



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