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Bullseye’s Summer Survey Success!

You spoke. We listened. And we drew 3 names.

The results of our Summer Survey are in, and we are thrilled with the feedback we have gleaned from it.

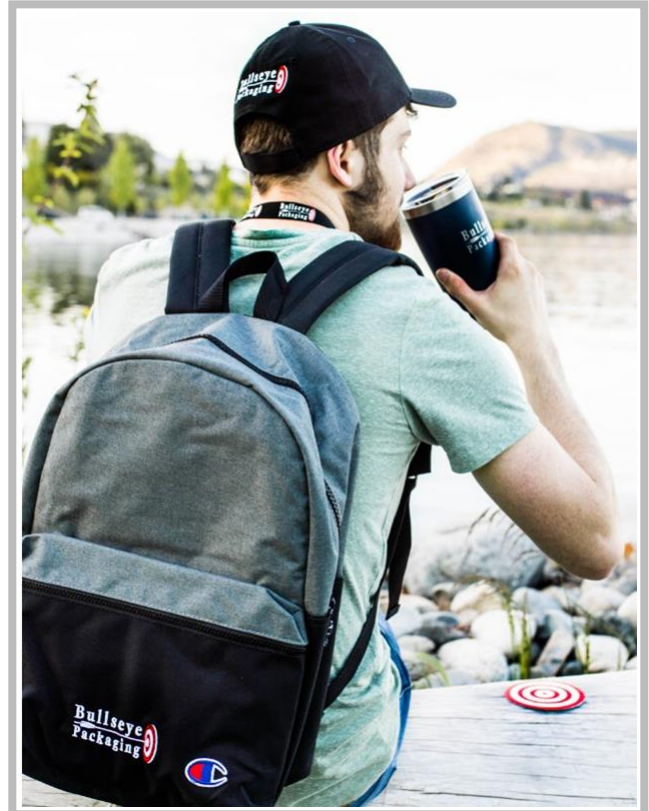
Bullseye believes in partnership, so being able to gain better understanding of how we can support you is paramount to us. In the words of Roy H. Williams,

“The first step in exceeding your customer’s expectations is to know those expectations.”

We will be in contact with all our survey participants to gain greater insight into their expectations and future requirements.

In the meantime, we have 3 Raffle winners to announce! We will be in touch with you soon and get your raffle prizes sent off to you ASAP.

1. Jason Goodwin of [Lassonde](#)
2. Omar Kaisi of [Mark Anthony Group](#)
3. Leann Hackman-Carty of [Economic Development Alberta](#)



NEW FEATURE: Bullseye’s Service Spotlight

Bullseye’s primary aim to support our clients’ successes. We work to accomplish that through a variety of co-packing services and will be using this space in our newsletter to feature a different one of our services each month. We introduce you to Bullseye’s Service Spotlight!

Bullseye’s Service Spotlight on NHP Site Licence Activity

Here Comes the Sun(screen)

Bullseye supports NHP product manufacturers.

We Canadians love our outdoor time. We’re just itching to get outside even when we’ve been having to keep a six-foot distance from one another, but we certainly don’t want an uncomfortable sunburn or create our own skin issues.

In Canada, mineral sunscreens can qualify as a [Natural Health Product](#). (You can identify licensed natural health products by looking for the eight-digit Natural Product Number (NPN).)

Bullseye holds an [NHP Site License](#) so that we can assemble products such as mineral sunscreens into retail-ready items: promo packs, assembling and loading retail displays, gift with purchase add-ons, kitting and much more.

Happi, the leading media company covering the global personal care, household and industrial and institutional cleaning market, asks "[After a down year, will sun care market sales rebound in 2021 as consumers gear up to travel again and life slowly returns to normal?](#)"

From stay-cations to potential travel opening back up this summer, we believe the answer is YES! We envision sun lovers embracing sun protection as they explore the outdoors again.

Bullseye is poised to support sunscreen manufacturers of all types by helping them prepare their goods for sale in store or on-line. We've got your back with our NHP Site License and co-packing expertise.

Contact Eira for more details! sales@bullseyepackaging.ca



New Bullseye Glossary Terms!

Our Glossary Terms are here to lend a helping hand!

The packaging industry is constantly changing, and a term from a few years ago may already be outdated or expanded beyond where it was before!

On our website we have set up an easy to read format for you to expand your packaging vocabulary.

If you feel that we are missing a term or phrase, don't worry! We will be updating the terms regularly to make sure that we are keeping you on top of all the growing trends & terms!



Come check out our newest [Glossary Terms](#)! Such as, NHP, Kitting, Pick & Pack, and More!

Economic Developers Alberta Success Story

"[Economic Developers Alberta \(EDA\)](#) is Alberta's leading professional organization for economic developers.

To enhance the online conference experience delegates have received an Xperience Box; a unique culmination of a wide range of high quality Made in Alberta items. The Xperience Box supports local businesses by profiling products made by the province's small business community.

To streamline the process of gathering these products and [assembling the Xperience Box](#) in 2021, we shipped all the packaging and products to Bullseye. Their production line expertise meant the kits – with over 20 items per box -- were professionally and quickly assembled with care."

[Read the full success story here!](#)

Join us for a quick 2 minute tour of our Chilliwack facility!

When you're new to a supplier or even when you have an ongoing relationship with a provider, sometimes you don't realize their full scope of supply. Variety packs are only one of our many areas of expertise.

Come for a 1 minute, 40 second tour of Bullseye services now!

"Our skill is your win."



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