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NEWSLETTER



Co-Packing – Food Industry – What to Know

Bullseye supports the entrepreneur.

Bullseye believes in partnership. We love to collaborate with our clients to promote their successes and in fact have devoted a section of our web site describing some of our partnered achievements.

So why were we delighted when we recently ran across this piece online titled, "[Co-Packing – Food Industry – What to Know](#)"? It is a publication on the topic of choosing a co-packer, written by Ava Duering, a Competitiveness Analyst at Alberta Agriculture and Forestry.

Her information is well researched and the reason we were particularly tickled was because Ava Duering had included some of Bullseye Packaging Services' collaborations as successful examples!

Ava summarizes:

"The key to a successful collaboration is to ensure that the co-packer has the unique attributes and understanding of company needs that a company requires."

All of our business relationships begin with a conversation and a lot of Q&A to best understand our clients' goals and budgets. Only then can we help you find the best solutions to help you prepare your product for retail readiness.

Bullseye does not perform primary co-packing for food and beverage, rather our expertise lies in building your post-manufactured promotions precisely to your specifications and expectations.

If you are a start-up business in the food sector seeking co-packing services in Western Canada, this paper is well worth your read in helping you evaluate the best co-packer for your needs.

Bullseye's Service Spotlight on Displays

Getting your product noticed for the right reasons.

PDQs, DRPs, Floorstands, POP, PDQ's, Sidekicks, Power Wings, End Caps, Dump Bins... you may not recognize all of these terms but you've probably figured out that these are different styles of in-store displays. Displays that disrupt consumer traffic and showcase your product. Their entire purpose is to get your product off the regular grocery shelf and make them special and noticed. And purchased!

Displays are essential to driving up sales. You've dropped some coin on structural and graphic design, materials and production costs. So why on earth would you decide to ship it off anywhere (or to the lowest bidder) and hope it'll get built right, hope they'll worry about the same small details you did to get it there.



[Bullseye Packaging Services assembles and loads your pre-pack displays with the highest care and quality.](#)

They take on this task in the same way as if it was their product; if they could put their own immaculate service in a bottle, they'd want to display it in the most attractive manner possible.

Any kind of display is Bullseye's kind of display. From protein bars to work gloves, if you've got a shelf-stable product you're investing your marketing dollars in, make sure the frame to your masterpiece is built perfectly. Presentation matters greatly, first impressions happen in three seconds.

Ask Bullseye to assemble and load your display and get shoppers noticing your product for the right reasons.

New Bullseye Glossary Terms!

Are you curious about some of the display style names we listed in the article above?

Now is the perfect time to find out what they are – [follow this link for some quick definitions.](#)

HELPING YOU SUCCEED

Our experience is on your side.

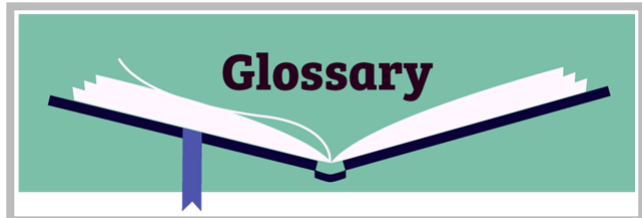
Once of the priceless advantages to working with a copacker like Bullseye is the decades of combined experience of our team.

Every time we work on a project, one of the qualifiers that runs through our minds is how we can keep this product intact. We consider how we can maximize the odds of safe arrival from our facility to its destination. If we notice a better way to pack or palletize a project we will get in touch with you immediately and make our recommendation with a full explanation.

Let me give you an example. When a client ships from Alberta to British Columbia, those trucks are navigating a lot of mountainous terrain. (I've driven just my car through those passes and I freeze inside just thinking about it!)

When our customers tell us about the travels their product is destined for, it informs us of the kinds of trials their load will experience. In a case like this we may recommend the use of highly effective non-slip tier sheets between the tiers or layers of cases. It enhances stability and slippage beyond pallet wrap only, in a unique way.

Bullseye is your collaborator. We want to succeed together with you and that means sharing our knowledge and experience to make your best results our top priority.



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 2 minute tour of Bullseye services now!](#)

"Our skill is your win."

Bullseye Packaging

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