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# NEWSLETTER



## Bullseye's Service Spotlight on Bundle Wrapping

### We put the Bullseye in Bundle Wrapping!

Did you know that the round open areas on two opposite sides of a bundle wrapped tray are called the "bullseye"? They are a handy spot to grab and carry the tray of goods. (Isn't it fortuitous that we're called Bullseye Packaging Services!)

Bundle wrapping is a form of plastic shrink wrapping. The film used for bundle wrapping is thicker, stronger and more opaque than the shrink film you see encasing an individual retail product. Packs that sell in large count volume will often have printed film. Its purpose is to keep the contents of a tray secure and clean during transportation. With bundwrap there is no need to spend the additional cost on corrugate cartons.

Typical applications include wrapping trays of bottles or cans or jars of consumer packaged goods. Think of bottled water, variety packs of beer, canned pumpkin, jarred tomato sauce, even bottles of motor oil.

Bullseye's mechanical advantage with bundle wrapping is in the capabilities of our machinery. It allows us the flexibility to apply clear or printed film to your filled trays. Our lines are set to optimal efficiency for premium throughput.

What do you need bundle wrapped? [Talk to Eira](#) about it today!

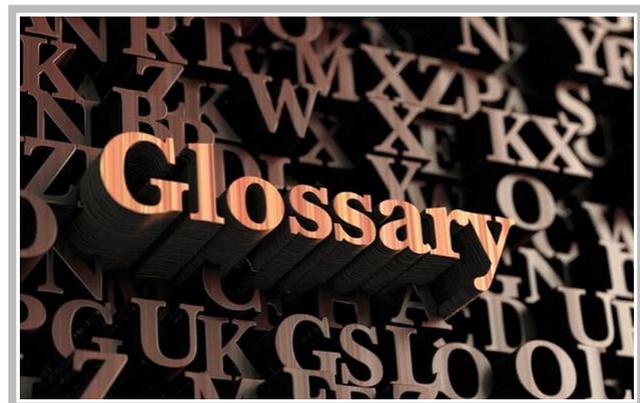


## New Bullseye Glossary Terms!

### GLOSSARY additions!

**Bullseye** – as it relates to bundle wrapping, the term refers to a feature on a tray that has been shrink wrapped in bundle film. The characteristic of this shrinkwrapping is that two opposite ends of the tray have rounded open areas making it convenient to grab in that spot to carry it. The rounded openings are said to resemble a "bullseye" or are even sometimes referred to as "bullet holes".

**Consumer Packaged Goods (CPG)** – Every day items used regularly by consumers that need regular replacement. This can be food, beverage, household goods, health and beauty products, and more. Of interest to note, the purchase and shipping of CPGs through e-commerce over traditional brick and mortar stores is growing in popularity.



## INDUSTRY NEWS

### Holiday Season is gearing up!

The year has already entered its fourth quarter. We all know that means holiday season beckons with Canada's Labour Day Weekend, Hallowe'en, Canadian and American Thanksgivings and the December holidays.

Celebrations invite food and beverage purchase, and you want to put your best foot forward to reach your target markets. Feature your wares and drive up your sales with our support.

While we are well known for the superb **variety packs** we have assembled for our clients for over a decade, our other services are something to party about as well.

- Assembling and loading all styles of corrugate retail displays
- Attaching or inserting add-ons as part of a promo pack
- Kitting/fulfillment for e-commerce
- Attaching special coupons as money off or as a cross-promotion

When you need a special holiday program executed, we have developed the best efficiencies to turn your project around in time for store deadlines.

**Contact Eira** today to book production for your next promotional project.

Photo by Sebastian Coman Photography on Unsplash



## BC Wildfires and Freight Price Hikes

***"The freight market in July was marked by more disruptions – including fires in Canada, flooding in Europe, a typhoon in China, and virus outbreaks in Vietnam and elsewhere. These natural disasters put additional pressure on an already stretched thin industry just as peak shipping season heats up."*** **FREIGHTOS**

Most importantly, we want our friends and customers and their families to be safe.

While the BC wildfires are an ongoing concern to homes and wildlife with many communities being evacuated, the fires are also disrupting manufacturing, transportation and so much more.

We understand if your deliverables are being affected by the fires. Please reach out to us any time to discuss an alternative plan. We are more than happy to reschedule your project for another more suitable time for you.

Our thoughts and best wishes go out to customers and their loved ones affected by the wildfires.

## 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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