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NEWSLETTER



Pandemic Supply Chain Trends and Support From Bullseye

You may notice from our [Success Stories page](#) that we work with a lot of clients in the beverage industry, both alcohol and non-alcohol. Because we are an important link in their supply chain, we have noticed some trends over the past 18 months or so we're sure you have witnessed or experienced yourself.

Aluminum Can Shortages

We have seen an increasing popularity of various beverages from carbonated water, seltzers, and Ready-To-Drink cocktails. Pub-goers have had to convert their drinking rituals to at-home bars so local breweries have turned to canning their goods into an easy take-home version of their beverage sales.



Working to offset the massive can shortage, Ball, the largest aluminum can producer in the world is opening an aluminum beverage packaging plant in Pennsylvania. Crown Holdings is expanding North American production by building a facility for aluminum beverage can product in Virginia. It will take a while yet before supply and demand levels out.

Consumers are Buying in Bulk

For convenience and economies of scale, consumers were buying in larger quantities as they hunkered down at home in isolation this last year. The trend continues as we see that the 12 packs and 24 packs formats are big movers these days.

Non-alcoholic and RTDs

Even before the pandemic, hard seltzers were on the rise which has exploded into a creative array of RTD (Ready To Drink) beverages as well as non-alcoholic drinks like carbonated water and kombucha. Co-packers are packaging much more than just beer these days.

Freight

As we noted in our [last newsletter](#), wildfires, major weather disruptions and virus outbreaks are affecting freight prices. Offshore goods are not only more expensive to move to North America, but the shipping timelines have also increased considerably.

We Are Your Partner in This

Whatever the trends are any given day, we invite you to contact us at Bullseye to discuss your plans. When we understand the timelines you are working with or if you need to revise your schedule, we want to hear from you and support you in the best way we can.

Sources: [Beverage Media](#) | [Goekos](#) | [Virginia Business](#) | [Supplychain Dive](#) | Image by Rudy and Peter Skitterians of Pixabay

Bullseye's Service Spotlight on: Manual Copacking

Remember the Subway commercials bragging about their cool "sandwich artists"?

Let me tell you about our amazing crews. We could call them “Tangible Manipulation Experts”, “Manual Crafting Professionals”, or even “The People of the Assembly Line”... call us what you wish but nothing beats the power, flexibility and scalability of a dedicated, well-trained staff.

At Bullseye we put our focus on the human beings in our work force. In order for our staff members to succeed we must give them the tools to do so.

It is important that our teams receive proper training on the tasks they are assigned. Every last one of us is integral to our clients’ and Bullseye’s successes. When we all feel we are a part of our team, great things can be achieved. That is why it is important for us to recognize each one of our people for the important roles they play.



Co-packing involves a lot of repetitive tasks, repetitive tasks, (is there an echo in here?), so we are grateful to our Bullseye warriors for toughing it out every day and focussing their hard-working efforts towards balancing quality and speed continually. We also acknowledge this last year and a half has presented extra challenges of the necessity to work with PPE equipment. Our hat is off to our amazing teams for their fortitude!

It is because of our committed work force that we can confidently offer almost all manner of manual skills applied to your project. Truly our only limitations are weight, temperature and ensuring incoming projects meet the cleanliness standards our other clients require.

As long as the task is of a humanly manageable weight, is shelf stable, and meets food and alcohol handling grade parameters, we can’t wait to quote on your project.

If you’re not sure what kinds of activities we’re talking about, consider the following hands-on kind of manual applications:

- Attaching Promotional Add-Ons or GWP to product
- Adhering or attaching Coupons to product
- Applying Labels or Overlabelling an area on your product
- Converting formats (i.e. 24 pack into 12 pack, 12 back into 4 pack, etc.)
- Assembly – assembling Kits or pre-assembly of hardware items and more
- Assembling and loading Prepack Displays with product

Can machines offer these services? In some cases, yes, but it may not be feasible or reasonable to source a copacker with specific machinery, depending on your volumes. In other cases, the only automation built to adapt to your project swiftly are our highly adaptable attentive human teams that closely follow Bullseye protocols and SOPs.

Bring us your unusual requests, supply us with samples and we will have a quote ready for you with 48 hours of performing a timing trial on it with our own hands!

Additional Glossary Terms!

Promotional Add-On: This could refer to anything you want attached to your product to capture your target audience’s attention and encourage them to buy. (i.e. coupon, gift with purchase, etc.)

Coupons: Coupons are a great purchase incentive and can be attached to your product by adhesive, elastic, a die-cut hole, neck tag, etc.

GWP: An abbreviation for “Gift With Product”, it is a purchase incentive. It is something a consumer gets for free when they buy your product. A GWP could be many things -- a free pen with a ream of paper, or a trial bottle of another flavour of the same brand. Whatever you choose as the GWP, it will need a form of



attachment, such as a small carrier box, or a neck tag, depending on the items. (We can do the attaching part!)

Label/overlabel: To apply a label or a sticker to a product for the purpose of enhanced information. To over-label an item usually means that something on the existing label needs correction. (We can do both!)

Format conversion: Taking product in one count and converting it to another count. For instance, perhaps your product is manufactured and shipped as 12 packs, but Costco wants to sell it in a 24 pack. We can help you convert it to the right format.

Prepacks: A shortened way to say "corrugate prepack displays". These displays are "pre-packed" so they are assembled, loaded with product and then are slid into a corrugate shipping cartons. Their purpose is to make set up at store level much easier.

Helping our customers succeed: CLIENT/PRODUCT CONFIDENTIALITY

We spoke of protocols and SOPs in our monthly feature above. A critical part of how we set up our operation pertains to product confidentiality.

Say you have market sensitive projects and you don't want to let the cat out of the bag until it reaches market. We have the physical systems and security protocols in place to maintain that confidentiality and keep those projects special.

TRUCKER ENTRANCE

(Photo pictured right, "Trucker entrance during construction.")

For example, we have taken special pains to design and construct our trucker entrance in a way that guarantees privacy. We always control people traffic at all doors so that only those who are authorized to be in the building are present. (This, by the way, has lent itself well to covid protocols.)

Security cameras, too, assist in keeping a watchful eye as well.

The bottom line is that if you want a co-packer that understands confidentiality, the systems we employ at Bullseye will keep your project safe and under wraps.



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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BC Production

AB Production

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