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Bullseye Packaging

Who, what, where, when, why

Everything happening in our little (big) world.

Who



Vendors & Allies

If you recall in our last newsletter, we talked about how important it is to us to **support our supply chain**. Referrals can be an amazing way to start a partnership and we like to pay it forward by supporting our clients with suggestions on trusted names in the industry.

A true partnership means supporting one another throughout the supply chain. One of the ways we wish to put our money where our mouth is, is by featuring an outstanding vendor we can get behind.

Our first vendor feature is a member of our marketing team, **Cliché Marketing**. James Peters, has been our go-to for very successfully building up our SEO through social media optimization.



Q: What does your business specialize in?

A: Cliche Marketing specializes in Social Media Management through consistent authentic messaging when creating both consumer & vendor facing content. Primarily we work with our clients to maximize the social media algorithms to their benefit and create not only a high volume of impressions but also long-lasting ones.

Q: What is your partnership with Bullseye or Recurve? OR in what capacity have we worked together?

A: Over the last 5 years we have worked with Bullseye to increase their social media presence, narrow down and highlight the direction of their newsletters, and coordinate with a 3rd party web developer & photographer to create forward facing visuals for interested clients & vendors.

When Recurve was launched, we worked with the team at Bullseye/Recurve to onboard their social media profiles allowing Recurve to create a unique identity from its sister company. Now Recurve stands on its own two feet with a social media & website presence to tell its story authentically.



CLICHE MARKETING

*Marketing so easy, you would say it's Cliche***Q: What have been some benefits you have found working together with us as a fellow vendor?**

A: Bullseye/Recurve have been incredibly receptive to all of our ideas and creative directions, often bringing a large inventory of their own to the table every time we touch base. Both businesses make it a priority to never "leave us hanging" and are always focused on their communication, allowing for little to no misunderstandings or hang ups.

Q: How do you stand out from your competitors?

A: Most marketing companies are focused on quantity, quantity, quantity. We focus primarily on the quality. Making sure that every post hits true, every blog or newsletter reaches its maximum potential, and that when we put out a call to action it is always responded to by our target audience.

Q: What kinds of clients do you appeal to and/or what kinds of clients would you like to acquire?

A: We are a small family run business that is interested in pairing with more small businesses. We appeal to clients who already have a foot in the door but are struggling to move past word-of-mouth marketing.

Modern Social Networking is a constantly adapting battleground, and many business owners can be intimidated just from visually taking it all in. We excel at coming alongside these operations and removing the stress and time commitment, putting our expertise to work for them instead.

For a full overview of their services or to get in contact with them directly please use the information below!

Website: CMIResults.ca

Email: Jpeters@cmireresults.ca

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Are You Pallet-Display Ready?

Multi-packs and add-ons. You see a lot of these kinds of packs layered on pallet displays when shopping at Costco. The vendors have gotten their product in the door and are using every edge they can to tip the consumer's selection their way.

When you create a multi-pack or special gift with purchase promotion, you need to find a way for the physical pieces to become a single purchase. Recurve Solutions knows how to bundle supported pieces together with a clear thin shrink film that allows the consumer to see your product identity **clearly**. We also ensure it is formatted to be scannable at the register as one single unit.

We've got the equipment and Costco spec know-how to efficiently make this come together for you.

Want to know more? Read our recent blog post [HERE!](#)

Contact Eira for a quote today!

Call: 403-970-7155

Email: eira@recurvesolutions.ca



Cowtown, Stampede City, YYC...

Whatever you want to call it, Calgary is home to Bullseye Packaging Services' Alberta location. Our sister company, Recurve Solutions is planted here too.

We have clients across North America, so why would we choose this city to serve our partners in need of co-packing? It doesn't take much research to back up our feelings about this city. We'll let these quotes speak for themselves.

Showing Up For Each Other

"I hear it repeatedly - from entrepreneurs just starting to seasoned business owners - that Calgarians are willing to show up for and help each other in ways that leaders in other cities just don't."

Tyler Chisholm, CEO of clearmotive marketing, Podcast Host of Collisions YYC & They Just Get It

markets make Calgary an ideal distribution hub for firms to sell their products globally. Calgary is intersected by the Trans-Canada Highway (east/west) and Highway 2 (north/south), the CANAMEX corridor, allowing companies to reach millions of consumers within a one-day trip. Intermodal facilities for two Class 1 railways and one of Canada's busiest airports provide efficient access to consumer markets worldwide."

From the *Calgary Economic Development* web site

The Entrepreneurial Spirit

Small businesses "...make up more than 95 per cent of all businesses in Calgary and across the country, employing nearly two-thirds of the total labour force. In addition to being vital from an employment and economic diversification perspective, they also help to build community."

Deborah Yedlin, president and CEO of the Calgary Chamber

When



How Do Co-Packers Support 2023 Food Trends?

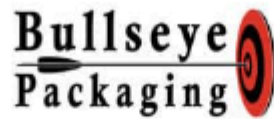
Whatever trend your product is experiencing in its market space, find a trusted co-packer that will stick with their expertise while understanding how to adapt and adjust to new requirements that may apply.

Bullseye Packaging Services is poised to work with the latest retail packs in food, beverage, liquor, pet food and many more industries.

Curious about what is trending this year? **[Check out some examples in our recent blog post!](#)**

[For more information, contact Eira](#)

Why



Why Choose Us?



Why Choose Us?

We would love to hear from you. Why have you come to Bullseye or Recurve for your co-packing support?

Was it for...

- Location?
- Our 15 Years of Experience?
- Quality of Service?
- Assembly Expertise?
- Bundle Wrapping Capability?
- Shrink Wrapping Capability?
- Word of Mouth Referral?
- Spirit of Collaboration?

Maybe it's one thing, maybe it's a bunch of reasons. What is *your* motivation for choosing us? Talk to us any time -- we'd love to know so we can keep on supporting your goals all year long.

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