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Bullseye Packaging

Who, what, where, when, why

Everything happening in our little (big) world.

Who



Vendors & Allies

Referrals to other businesses in our supply chain support the co-packing community and can ultimately bolster growth for our clients.

By suggesting other trusted names in the industry, current or potential clients can survey their choices for steps after or before Bullseye supports them with secondary co-packing. When you look at the whole picture, referrals can benefit everyone.

This section of our newsletter is meant to feature some outstanding vendors we can get behind. For example, before we can assemble variety packs or build pre-pack displays, a food product must be manufactured and filled into primary packaging.



Q. What does your business specialize in?

A. **Canadian CoPacking Group (CPG)** specializes in dry filling in rigid containers and pouches.

Q. What is your partnership with Bullseye or Recurve? OR in what capacity have we worked together or endeavor to work together?

A. Our relationship with Bullseye started out about a year ago with a phone call about a potential referral. Bullseye had an inquiry seeking primary co-packing for spices/seasonings wondering if we could offer support. Their focus is secondary co-packing and they were reaching out to a fellow vendor to refer a client. We've continued to keep in touch realizing we can support each other without competition. We make suitable allies working within the same industry but in different parts of the supply chain.

Q. What have been some benefits you have found in being supply chain allies?

A. Being partners with Bullseye & Recurve has allowed CPG to tap into multiple inquiries, word of mouth promotion and a landing spot for our customers for variety pack-case packaging. We have also been pleased beyond words with Bullseye & Recurve for introducing qualified and start up local entrepreneurs. It's also handy that we are just a short 20-minute drive from Bullseye.

Q. How do you stand out from your competitors?

provide packaging services. We have lower MOQ's than the big packagers and our pricing is well received. We can provide 2-3K units a day in a 4000 square foot facility.

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

A. If you have a footprint in local stores already or are in a R&D position, we are happy to help. We are always looking to bring on business no matter how big or small!

What



Did You Know That Bullseye Works with Natural Health Products too?

In our latest blog post, we explain our Natural Health Products Site License and how it applies to working with NHP. It's just another way we love to support our clients!

Where



Happy Anniversary to Bullseye Calgary!

This is a very special year for us as we celebrate our tenth year of co-packing in Alberta!

How did we get here? Back in 2013, our growth pulled us to Calgary to meet the expanding needs of our clients.

Our hard-working philosophy has carried us through to our current space and we feel fortunate to be rewarded with steady growth over the past decade. We feel so grateful to be of service in the local community and honoured to represent Calgary to our clients

And now, we set our sights on the next 10 years, aiming for continual growth. More on that in our next quarterly newsletter!

[See our Press Release here.](#)

When



A Message on Bullseye's Commitment to Sustainability

The demand for earth-friendly and eco-sensitive packaging options has steadily increased along with environmental concerns among consumers.

How does Bullseye address sustainability? Since we don't supply or source any packaging, you may think we haven't any sustainability issues to address. But that's just not true.

Bullseye is dedicated to sustainability through:

- Our paperboard/corrugate recycling system

- Cutting down on the need to print – providing a more robust client folder sharing system to enhance communication with our customers (i.e. photos for approval, PDF administrative documentation, direct deposit, etc.)
- Movement-triggered warehouse lighting

Other important ways we are sensitive to sustainability is through our efficiencies. The Food Manufacturing publication expresses it best:

"Experienced contract packagers save resources in two main ways.

First, they have the production facilities, expertise, and material to handle large and small packaging requirements. They use lean manufacturing techniques to minimize waste, translating into more cost savings and a reduced carbon footprint.

Secondly, outsourcing packaging means manufacturers don't have to invest in production facilities..." and "...equipment. This keeps overhead low, leading to a higher return on investment. According to ResearchAndMarkets.com, operational costs can be reduced by 7% to 9% from reduced maintenance costs of machines and labor costs".

SOURCE: **Food Manufacturing**

At Bullseye Packaging Services we realize the effects manufacturing and packaging can have on our Earth's environment. As technology and science continue to advance, we are continually searching for more effective ways to help our environment.



Why

A large, light blue circular graphic with a white handshake in the center. The text is overlaid on this graphic.

Why *Secondary Co-packers* Matter to *Start-ups &* *Growing Businesses*

Why Secondary Co-packers Matter to Start-ups and Growing Businesses

Business start-up and growth are exciting and rewarding times. Injecting your passion into your very own business is where you've always wanted to be.

While production and orders are top of mind, working out marketing strategies, sales calls, vendor agreements are part of the strategizing you enjoy too. Juggling can be fun, but throwing too many balls in the air can be overwhelming. The good news is it does not have to be.

Professional Support

Now, imagine having a partner that could keep your business moving while you are focusing on other things equally vital.

Maybe it's never occurred to you but a co-packer like **Recurve Solutions** can be an extension of your business. We can handle those core activities that are maybe not as glamorous, but still absolutely critical to your daily operations. What can we take off your plate?

- Order Fulfillment

[Returns Processing](#)

- [Tagging](#)
- [Kitting](#)
- [Variety Pack Assembly](#)
- [Shrink Wrapping](#)

Growing Pains Don't Have to Hurt

A co-packer partnership can be your path to a fast and economical business expansion.

Use our warehouse and fulfillment services while you maximize your current facility for production and sales efforts. We will fill in the gap while you continue to grow, helping you avoid the commitment of having to lease or buy large warehouse space.

Work On Your Business, Not In Your Business

This gives you just a snapshot of how a partnership with Recurve operates so you can work on your business growth while we focus on your work-a-day flow.

Start a discussion on what a supportive Recurve partnership means for your business.

[Drop us a line today!](#)

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