

Newsletter

April 2024



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display
A part of the Smurfit Kappa Group



Strong solutions...



Thought, time, creativity and effort goes into creating your brand and your products. And both deserve protection.

Which is why all of our packaging is designed to be strong and highly robust. From eCommerce packaging to shelf-ready retail solutions and industrial packaging, we know the best ways to keep your products safely under wraps.

Adding your branding gives you a bespoke offering to your customers, clearly visible and instantly recognisable.

Protecting the integrity of your brand and your product... speak to us today to find out how.

Contact us



Industry News

Paper-making perfection...

Smurfit Kappa Mexico has been awarded the prestigious RISI PPI 2024 award for Digital Innovation, with our team there recognised for their groundbreaking work in developing and implementing a revolutionary Business Intelligence (BI) system for Paper Machine 5 (PM5) in the Cerro Gordo Mill.

The BIPM5 system has resulted in a host of financial and operational benefits, as well as being a clear demonstration of our commitment to innovation and operational excellence.

The BIPM5 is a 'smart' tool that assists in the process of paper making, gathering key data about how machines and operators are working from several different sources and enhancing accountability and quality control in the process. This data is then organised into practical information to guide and inform day-to-day decision-making.

In terms of cost, the introduction of BIPM5 has resulted in savings of \$400,000 in chemicals, \$2 million in base weight savings, and a sustained 5% reduction in fibre loss. The team has also set a daily production record, a monthly speed efficiency record and twice broken the speed records for two different paper grades. Massive milestones which present huge opportunities.

Congratulations on this outstanding achievement!





Industry News
**Merger
go-ahead
given...**



Smurfit Kappa's merger with US company WestRock has been approved by The European Commission under the EU merger regulation. This means that we're on course to create the world's largest packaging group, with The European Commission stating that the merger would not create significant competition concerns.





Trends and Insight

Building supply chain resilience

A new report from global industrial property specialist Goodman explores the role of global supply chains and the need for flexibility in the light of disruptions and geopolitical issues.

It explores the impacts of the cost-of-living crisis, labour shortages, technological advancements, logistics, consumer demand and sustainability on supply chains.



[Read the full report](#)



Design of the Month

Separate ways...

New French recycling rules mean separating plastic and carton, so we were tasked with devising a new design for 'bag in box' products.

We created a new area for the opening, with the tab easy to find on the pack and the bag straightforward to remove when empty. Plus, we created a guideline poster for use.

All without compromising on strength and stackability... just a focus on sustainability.

View more
inspiring
in-store POP...



Did you know? Must-know facts from the world of POP.

Irish people consume, on average,
2.9kg of tea per year.
(NIQ Ireland)

53% of respondents said they
had considered leaving the retail
industry due to the impacts of
crime.
(Independent retail news)

52% of retailers cited robotics
and warehouse automation
as having the largest potential
impact on positively transforming
their supply chains.
(Retail Week, in Goodman report)