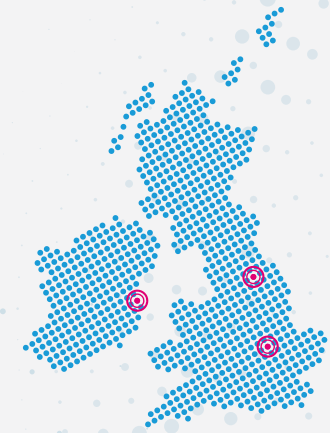


# Newsletter

October 2023



▶ Click to read

Find out more:  
Discover our full display offering at;  
[www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)



display

A part of the Smurfit Kappa Group



## Mixed messaging?

It's that time of year, when retailers are running a raft of simultaneous promotions in store, leading to lots of colours and signage, different displays and offers. Many stores are awash with orange as Halloween is given an increased shelf-life in store, with decorations, outfits, food and of course pumpkins taking centre stage.

For retailers selling fireworks and related products, they often also need to devote a separate area of the store for these.

And of course, the ubiquitous Christmas is firmly in place now in store, bringing its reds, greens and golds, and with early promotions on food, gifts, experiences and clothes.

It can be hard for brands and retailers to achieve clarity and standout at these busy promotional times. But we can help bring some order to the chaos.

Speak to us today about how we can help.

[Contact us](#)



## Industry News

# Showcasing our recycling expertise

Recycling is an important part of what we do, so it was great to see our Townsend Hook paper mill in the spotlight when ITV featured us on a piece about recycling.

Lucy Russell, Managing Director of Smurfit Kappa Recycling UK showed presenter Richard Morgan around the mill, showing him what we do with paper and cardboard when it reaches us.

Our UK recycling division receives around 14,000 tonnes or 20% of Wales' paper and cardboard recycling. This then becomes the raw material for our SSK and Townsend Hook paper mills, for use in the manufacture of cardboard boxes.

The news report showed viewers of the primetime show how we turn consumers' old boxes into new boxes. It was great to get an opportunity to show people how circularity underpins all our operations.

Lucy did a brilliant job on camera. Thanks also to Kevin Bussey, Managing Director of Paper UK, for sharing his expertise with the ITV team.



[Watch the news report](#)



## Trends and Insight

# The Forecourt Report 2023

This report, from the Association of Convenience Stores, outlines the crucial contribution that the UK's forecourts make to the economy and the wider communities they serve.

Of the 8354 forecourts in the UK, 7398 have shops, with the forecourt sector on mainland UK providing over 89,000 jobs. Many offer a range of services beyond fuel, including lottery, mobile phone tops ups, cash machine, parcel collection, recycling bins, car wash, and customer toilets.

[Read the full report](#)





## Design of the Month

# Thinking outside the (shoe) box

Thought the traditional shoe box was a permanent fixture? Well, we've come up with an even better solution! So it's goodbye shoe box, hello shoe carrier...

Our solution for Stiez Secura, leading safety work boot manufacturers, offers a wide range of benefits not found with the conventional box. With a comparatively low material input, and using 100% recycled FSC paper, it is a more sustainable option.

It's quick to put together, thanks to pre-gluing and plug-in closure, and fits neatly on promotional shelving. Plus, it features a flexible design, so can fit up to three shoe sizes.

Finally, it's easy for the customer to carry.

Offering a great end-to-end solution from design to manufacture to customer experience. That really is boxing clever...



[View more inspiring in-store POP...](#)

## Did you know?

Must-know facts from the world of POP.

The average basket size is three items and average spend is £11.38 at forecourts, excluding fuel.

(Association of Convenience Stores)

88.6% of Irish households buy eggs at least once a month, with 73% of adults now eating eggs for lunch and 66% considering eggs for dinner.

(Bord Bia)

53% of UK shoppers are allocating more money to spend during Black Friday Cyber Monday (BFCM) than in previous years.

(Shopify)