

Newsletter

August 2024



▶ Click to read

Find out more:

Discover our full display offering at;
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Going for Gold...

The Olympic Games was the usual masterclass in strength, power and endurance. But elite athletes can't just show up on the day and win Gold. There are years of training, long days and frustrations in their quest for perfection.

But when their day comes, they show up and shine. The hard work pays off. And this can equally be reflected in our industry. Behind-the-scenes preparation, planning and strategy can all come together perfectly for brands and retailers. Giving customers the 'wow' experience whether that's in store, in transit or unboxing at home.

Speak to us today to find out how we can guide you through your planning, with the ultimate in creative displays, innovative thinking and perfect packaging.

Contact us





Industry News

Teamwork, dedication and inspiration

Congratulations to five of our colleagues who recently took part in an historic event in France... and achieved a new world record!

Andrew Coffey, Loic De Morel, Sébastien Lot, Antoine Domain, and Hannah Uhly joined 23 other teams who raced against the clock for 24 hours at Stade Charléty in Paris. Their goal was to collectively run a distance of 350km, creating a new world record of the longest distance covered in one day.



This meant the pressure was on for the entire duration of the event, as each team needed to run at an average speed of 15km per hour to break the previous record.

In a tremendous show of endurance, our colleagues – joined on their team by former rugby international Pierre Rabadan – managed to run at an average speed of 16.4km per hour. They completed 41 laps of the running track, covering 2km more than their target distance.

In total, the teams ran 416km, far exceeding the previous record of 350km. The race was validated by the prestigious Guinness Book of World Records, who had an official representative on site throughout.

The enormous success of this inspiring event is a testament to all of the participants' dedication and commitment.

Congratulations to Andrew, Antoine, Sébastien, Loic and Hannah!





Industry Insights

Brand footprint: Decoding brand choices across the world

The 2024 edition of Kantar's Brand Footprint takes a global look at the shifting world of consumer brand choices. With household finances increasingly strained, how do shoppers make their decisions?

Examining 42,800 brands across 62 markets on five continents, it's a comprehensive insight into global, regional and sector rankings.

[Read the full report](#)



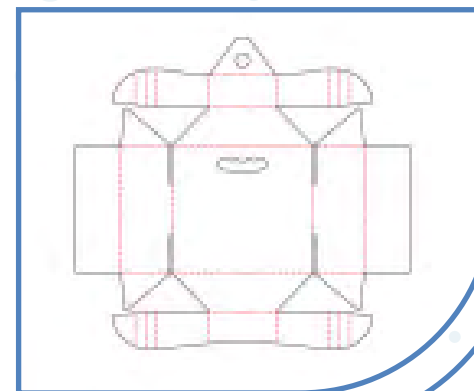
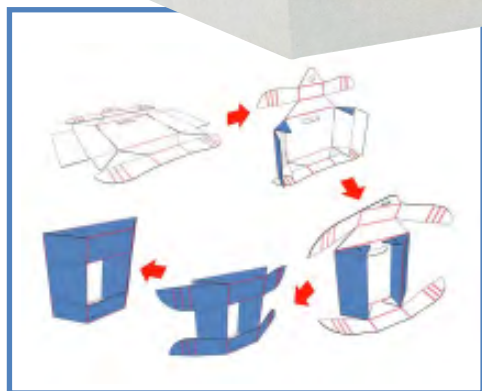
Design of the Month

In great shape...

Serving as both a display box and packaging-to-go, our specially designed trapezoidal box offers an original take on wine merchandising.

The single empty side allows one bottle of wine to be visibly displayed. Two further bottles are nestled safely inside, protected by the clever folding of the box. The shape of the box allows for compact stacking in store, plus a handy handle means shoppers can simply pick up the box to purchase and safely transport home.

From shelf to sipping... that really is one versatile box!





Pop Watch

Sign up to POP Watch...

Read the latest PopWatch

Subscribe to Pop Watch and the Newsletter



If you're not already signed up to receive our POP Watch, you can add your name to the list here.

This is our monthly snapshot of POS executions from UK and Irish retailers. We'll be adding speciality and seasonal market sections into coming editions too, giving you a good overview of what's in store.

Did you know?

Must-know facts from the world of POP.

Iced coffee sales in Ireland at Centra rose in June by 150% compared with the previous year.
(Centra Insights)

Irish grocery sales rose 7% in August, driven by increased shopping frequency during major sports events.
(Kantar)

22% of consumer now eat breakfast out-of-home during the week and 18% at the weekend.
(Délifrance)

