

Newsletter

February 2024



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Find out more:

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



display

A part of the Smurfit Kappa Group



Love and pancakes...

February heralds the start of events on the retail calendar, and it was a double-header in one week this year, with Valentine's Day arriving hot on the heels of Shrove Tuesday.

In-store environments were a sea of red, with heart-shaped gifts in abundance. And pancake ingredients, recipe ideas and promotions were also found lining the shelves of supermarkets and food retailers.

Tailoring your packaging and display to match big retail events is a great opportunity to reach more customers. Talk to us to find out how we can offer creative solutions to keep you standing out from the crowd...

Contact us





Industry News

Industry leaders in the environmental charts



We're extremely proud to have been recognised as a leading Environmental, Social and Governance performer for the third year running. Research and analytics firm Morningstar Sustainalytics assessed over 14,000 companies worldwide across 42 industries. Smurfit Kappa achieved both Industry and Regional Top-rated status and was classed as 'low risk', with our score of 10.7 placing us first against our paper packaging peers and making us one of the top-ranked organisations in Europe.

This ESG rating continues to improve year-on-year, a great indicator of how we manage our material ESG issues. The criteria for the risk rating includes financial strength, circular business practices and business ethics.

Garrett Quinn, Chief Sustainability Officer, said: "We are pleased to receive continued strong ESG Ratings from leading third-party providers, in this instance, from Morningstar Sustainalytics. The year-on-year improvement reflects our ongoing dedication to delivering best-in-class ESG performance for all our stakeholders."

[Find out more...](#)



Trends and Insight

BRC Crime Survey Report 2024

[Read the full report](#)

The Crime Survey Report from the British Retail Consortium (BRC) explores the increase in crime in the retail sector, including shoplifting, violence and abuse, and how the Government's Retail Crime Action Plan is a welcome intervention.

The report found that there were just over 1,300 violent or abusive incidents per day, and that the overall cost of retail crime, including crime prevention measures, was £3.3bn, almost double the previous year. It also reported that £1.8 billion was lost to customer theft (just under £5 million a day) in 16.7 million incidents (45,750 a day) compared with £950 million and just under 8 million incidents the year before.



Design of the Month

A cereal display with added bite...

A clever fusion of art and technology, our fun display for Lubella's Chrupersy range of children's cereal brought their cartoon character 'Big Chruper' to life in store.

The crunchy rice-based cereal is designed to appeal to kids, and we wanted our display to do the same. Incorporating the shapes and graphics of the cereal packaging's distinctive character into the display's

structure gave strong brand consistency and instant in-store standout.

Transferring graphic elements from a flat package into a three-dimensional display was a unique take on the solution, offering both visual appeal and easy merchandising and shoppability.

Because when it comes to the crunch... we know exactly what works in store.



View more inspiring in-store POP...

Did you know?

Must-know facts from the world of POP.

Across Ireland consumers took on 'Dry January' with alcohol sales falling by 8.6% and shoppers spending €7.4 million less during January compared to last year.

(Kantar)

Sales of chilled and frozen plant-based products fell 2.6% in January, with shoppers spending €200,000 less compared to last year.

(Kantar)

The UK is still the largest single destination for Irish food, and drink exports, valued at an estimated €5.6 billion last year.

(Bord Bia)