

Newsletter

January 2024



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display

A part of the Smurfit Kappa Group



New year, new thinking

Happy new year and welcome to 2024, even as the first month starts to draw to its close. For many of us, the march of time seems swift, with the millennium celebrations unbelievably almost a quarter of a century ago.

And with time comes evolution. In retail, in marketing, in purchasing behaviours... and in packaging and display solutions.

We're always keeping up with the latest thinking, bringing innovation and creativity into all our ideas.

Our designs are practical and robust, attractive and appealing, and always with a laser focus on sustainability.

So, here's to 2024... a year of possibilities and opportunities.

[Contact us](#)



Industry News

Leading the industry in the WorldStar awards

Smurfit Kappa's place as undisputed leader in the packaging industry was confirmed at the prestigious WorldStar awards, where we picked up an amazing 12 awards – more than any other entrant.

We're hugely proud of this achievement, which serves as a testament to our continuing commitment to designing the most innovative, creative and sustainable solutions for our customers.

Commenting on our success, **Arco Berkenbosch**, Chief Innovation Officer, said: "We are thrilled to have come out top at these highly respected and global awards. Over the years, we have built up a collection of over 8000 designs on our Innobook tool which our design teams can draw on for inspiration. This has really helped to foster a culture of creativity and raise the bar internally.

"I'd like to congratulate the talented people across Europe and the Americas that came up with these award-winning solutions. All of them solved a particular problem for the customer in a truly unique way and delivered considerable sustainability benefits."

Smurfit Kappa's winning products in WorldStar 2024

- **Colombia:** Engineering product reels
- **Czech Republic & Slovakia:** Octagonal cake box
- **Denmark:** Bag-in-Box paint box
- **Denmark:** Potted plant eCommerce pack
- **Germany:** eCommerce bottle pack
- **Germany:** Frozen doughnut pack
- **Germany:** Tissue-based foam replacement for cushioning
- **Portugal:** Point-of-sale display for sardines
- **Spain:** E-scooter transit pack
- **Spain:** AgroLife fresh fruit & vegetable pack
- **Spain:** eCommerce bottle pack
- **Sweden:** In-store display for Lindt chocolate



[Find out more...](#)



Trends and Insight

Performance and Prospects 2023

The annual Performance and Prospects report from Bord Bia explores the performance figures for dairy, meat and livestock, prepared consumer foods, drink, seafood, and horticulture and cereals.

It highlights overall performance, trends by key products, performance by destination and examines the prospects for the year ahead in each category.

[Read the full report](#)





Design of the Month

X marks the spot...

Keeping bottles safe in transit can be tricky – but now there's an easy solution thanks to our clever x-shaped conditioner.

The conditioner snugly holds the bottle before it's inserted into its box, keeping it nicely isolated from all sides of the box and preventing it rolling around. This keeps the bottle safe and the contents undisturbed, reaching the end customers in perfect condition.

Plus, its attractive design gives it a dual purpose, also serving as a bottle display device.

That really is thinking outside the box...



View more inspiring
in-store POP...



Success Story

Super success demonstrates sustainability credentials

Our outstanding achievement at this year's WorldStar awards – with 12 winning submissions – has cemented not only our place as an industry leader but as one with a strong and clear focus on sustainability. Our planet-friendly credentials were evident in each of our award-winning entries, shining examples of how we can design and produce innovative packaging solutions that also help our customers meet their sustainability goals.

Our octagonal cake box, for example, developed in the Czech Republic and Slovakia, resulting in a saving of 56% in CO2 emissions (an actual reduction of 29 tonnes).

Meanwhile, our corrugated product reels in Colombia replaced 144,000 plastic reels per year (equivalent to 35 plastic tonnes), reducing CO2 emissions by 3.84 tonnes per year.

Plus, a pack we created for the PPG paint multinational was also a sustainability star. The plastic jerry can was replaced with a Bag-in-Box which facilitates easier pouring of

the paint and led to an 80% plastic reduction.

Not only a great achievement, but a great showcase for our commitment to sustainability.



Did you know?

Must-know facts from the world of POP.

488m trips were made to supermarkets during the four weeks to 24 December, 12m more than last year, with the average household splashing out £477 over the month.

(Kantar)

The value of Ireland's food, drink and horticulture exports were almost €16.3billion in 2023.

(Bord Bia)

The sector most hit by crime in the UK is wholesale and retail, where more than two in every 5 companies (42%) reported being victims of crime.

(money.co.uk)