

Newsletter

July 2023



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



display

A part of the Smurfit Kappa Group



A holistic approach...

Packaging and display design needs creativity combined with practicality to really work. But there's more to it even than that. When we take on a project, we consider every aspect of how the product will work.

Sustainability – is there a better material or process we could use? Robustness – will it stand the test of time? Branding – does it act as a great brand ambassador? Unboxing – what will the experience be like for the end user?

You want a solution with aesthetic appeal. But you also want it to work hard, deliver great value for money and align with your company's sustainability ambitions.

At Display, we wear many hats. Because getting a product absolutely perfect takes many skills...

[Contact us](#)



Industry News

Nettingsdorf wins excellent safety at work award

Congratulations to our Nettingsdorf paper mill in Austria, which has been awarded the 'ÖZEPA Occupational Safety Award' thanks to its accident-free period of more than 425 days.

The awards, held in Graz are part of the Paper & Biorefinery Conference, organised by the Austrian Association of Pulp and Paper Chemists and Technicians (ÖZEPA).

CEO of Nettingsdorf, **Günter Hochrathner**, says: "The occupational safety award is a great appreciation of the high commitment of our employees in the area of occupational safety and motivates us to consistently continue our efforts."

At Smurfit Kappa, the safety of our employees is paramount. We have high safety standards, ongoing employee training, and dedicated action days as part of our 'Safety for Life' initiative, all measures consistently undertaken at the Nettingsdorf site.

Well done to everyone in Nettingsdorf for this fantastic achievement.



[Find out more](#)



Trends and Insight

The Most Valuable Global Brands Report 2023

Kantar's BrandZ Most Valuable Global Brands Report 2023 has revealed Apple continues to lead as the world's most valuable brand for the second year running.

Google and Microsoft complete the top three, with technology brands once again the most represented in the compiled top 100.

[Read the full report](#)



Design of the Month

The reel deal...

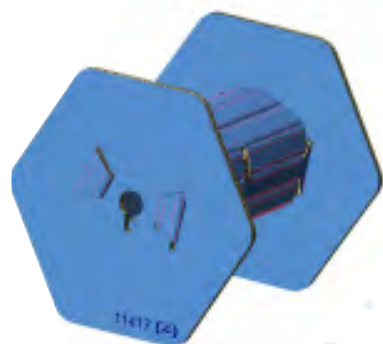
When Colombian customised engineering solutions company Extrusiones asked us to find a sustainable solution to replace their plastic reels, we knew the job was right up our creative street. They wanted a design which avoided single-use materials but which also helped them stand out from the competition.

Our cardboard corrugated solution met all their criteria. Easy to assemble, it was

printed with their company logo for brand recognition, plus included product information for greater awareness.

The new product reduced their plastic consumption by 35 tonnes, with an annual reduction of 3.84 tonnes of CO2. Plus, the solution led to cost and space savings, enabling them to increase inventory levels.

A reel winner...



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





SK Ireland

Fresh food, fresh thinking

Keeping food fresh in transit can be a challenge. These products need keeping in a protective atmosphere to keep them in good condition, but traditional packaging has not been recyclable.

Enter Atmos. This innovative, sustainable punnet from Smurfit Kappa is 100% recyclable, without compromising on quality. It can also be customised with company graphics to reinforce brand identity.

Proof once again that quality and innovation does not need to be at the expense of the environment...

Protective atmosphere in paper-based punnet for meat, fish, cheese... Anything you can imagine!

Better Planet Packaging

Atmos Safe&Green is the innovative sustainable punnet in a protective atmosphere developed by Smurfit Kappa. Enjoy fresher, tastier meats, fish or cheese that lasts longer with Atmos! The punnet is 100% recyclable with paper waste, since it only has a very thin layer of PE that allows it to be sealed with a plastic lid without the use of glue. With Atmos Safe&Green you can make sure your food stays fresh in a more sustainable packaging.

Packing in a protective atmosphere means inserting a mixture of gases inside the package in order to slow down the chemical, physical and microbiological processes responsible for the qualitative deterioration of food. In general, this packaging is not easily recyclable...

Circular by design: solution to reduce problematic materials

The punnet is compatible with most of the standard packaging lines used for plastic trays

Punnet and flanges can be customised and printed with the customer's graphics, reinforcing the brand identity

Rigid and resistant folding carton punnet

display ireland
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WE ARE DELIGHTED TO SUPPORT
ST. MARK'S JUNIOR SCHOOL,
TALLAGHT
ON THEIR
DAY AT THE BEACH
JUNE 2023
600 CHILDREN HAD
GREAT FUN IN THE SUN
WELL DONE MARTINA &
ALL HER COLLEAGUES
IN ST. MARK'S J.S.

*A huge thank you
from all the children
in St Mark's JNS!
We had an amazing
day at the beach!*

Community News Summer days...

There's nothing like a day at the beach, and for 600 children at St Mark's School in Tallaght, we helped to make this a reality.

The children headed to the sandy shores for some fun in the sun, and sent us a lovely message to say they'd had an amazing time.

And definitely better than being in the classroom!

Did you know?

Must-know facts from the world of POP.

46% of Irish consumers are less interested in shopping online today.

(Penneys/Amárach Research)

Bank of Ireland debit and credit card spending in June 2023 dropped by -6% compared to May's spending.

(Bank of Ireland Spending Pulse)

Repak has surpassed all EU mandated recycling targets in 2022 and delivered on all key compliance, communication and financial objectives.

(Repak)