

Newsletter

March 2024



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



display

A part of the Smurfit Kappa Group



You and only you...

All of us are unique. Here at Display, we celebrate each other, recognising achievements, ideas, creativity and diversity.

And the same is true of brands and retailers. Each is unique, with its own identity and expression, each meaning something different and special to shoppers.

We can help you discover more about the best ways to package, promote, merchandise and display your products in a way that is uniquely 'you' – giving your shoppers a great experience in store and your ecommerce customers a truly on-brand unboxing experience. Keeping you in mind at all times...

[Contact us](#)



Industry News

Proud to be members of Workplace pride



Here in Smurfit Kappa we want to create a global workforce where all people are equal and where everyone can belong and thrive, regardless of their sexual orientation, gender, identity, or expression.

Smurfit Kappa has become a member of Workplace Pride, a not-for-profit foundation dedicated to improving the lives of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) people in workplaces worldwide. This is part of our ambition to create a global workforce where all are equal and everyone can belong and thrive – regardless of sexual orientation, gender, identity or expression.

Being members of Workplace Pride will help us access knowledge, research, training, and new connections. We will also participate in the Workplace Pride Global Benchmark, allowing us to measure LGBTQ+ policies and practices for internationally active employers.

Smurfit Kappa has a strong LGBTQ+ Ally network with over 100 colleagues volunteering their time. These allies perform a number of highly important tasks, including helping community members and educating others on the importance of equality, fairness, acceptance, and mutual respect.

Membership of Workplace Pride and our LGBTQ+ Ally network are just a few of the ways we are supporting the journey towards workplace inclusivity through our comprehensive EveryOne programme for Inclusion, Diversity & Equality.

[Find out more...](#)



Trends and Insight

Unlocking a reuse revolution: scalable returnable packaging

A new study, Ellen MacArthur Foundation, *Unlocking a reuse revolution: scaling returnable packaging (2023)* has been released, urging for faster, further action to tackle the scale of the plastic waste and pollution challenge and realise the benefits of a reuse revolution.

The study focuses on business-to-customer returnable reusable packaging systems, where customers buy the packaged product and return the packaging when finished, where it is then cleaned and refilled before being sold again.

[Read the full report](#)



Design of the Month Seeing double...

Our clever 'double exposure' boxes offer a highly effective way of increasing product visibility, without any labour-intensive merchandising.

Part of our retail ready packaging (RRP) and shelf-ready packaging (SRP) solutions, these boxes are produced as a single tray with a die-cut feature to swiftly separate them into two conjoined trays.

This is a great way for retailers to quickly get products from case to shelf in one easy movement, without time-consuming restocking and decanting single units. Using a double exposure box is an even more streamlined way of packing, transporting and merchandising products securely and robustly, giving shoppers an equally smooth purchasing experience.

Because when it comes to inventive packaging, we understand the power of two...



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





Community News

Inspiring inclusion

To celebrate International Women's Day this year, we used their theme of 'Inspire inclusion' to recognise our female colleagues' achievements and to remember we all play a part in promoting and supporting inclusion.

We held a special lunch for staff at Display Ireland, where all staff received a custom-designed flower box, either for themselves or a special female in their life.

Diversity, equality and inclusion is hugely important to us, and we're delighted to see the success of our global RISE programme, supporting female employees in their career and personal development aspirations.

Inspiring inclusion, celebrating success...



View more
inspiring
in-store POP...



#InspireInclusion
#SmurfitKappaIWD
#EveryOne



Did you know?

Must-know facts from the world of POP.

42% of consumers say they are unsure or disagree that loyalty card prices offer good value.

(Retail Week/Walnut Unlimited)

70% of online shopping carts were abandoned in 2023.

(Statista)

43% of shoppers shop in-store as they say they're more likely to find deals that way.

(Clear Channel)