

Newsletter

May 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



Pure and simple...

Shoppers and consumers love simple. An easy-to-follow recipe. Assembly instructions that don't make them tear out their hair. Displays that wow without baffling them. Packaging that delivers, without unnecessary extras.

So that's what we do. We keep it simple. That doesn't mean it's basic. Or unsophisticated. Or boring. In fact, all of our designs are highly creative, carefully crafted and masterfully constructed. We keep sustainability at the heart of them, make branding shine and products prominent. Transporting and delivering safely and securely, with a fabulous unboxing experience for the end customers.

Because simple doesn't have to mean simplistic. Talk to us today about how we can help with all your display and packaging needs.

[Contact us](#)



Display was delighted to win Silver at this year's Irish Print Awards, for our It's Showtime concept for Diageo.

The theme was centred on the joy of entertaining, encouraging people to embrace the hosting role during the holiday season. We created some stunning seasonal in-store theatre for our client, aimed at catching shoppers' eyes, disrupting their journey and elevating their in-store experience.

Our WOW display was a real showstopper and we're extremely happy the judges felt the same way!



Success Story

Silver showstopper!





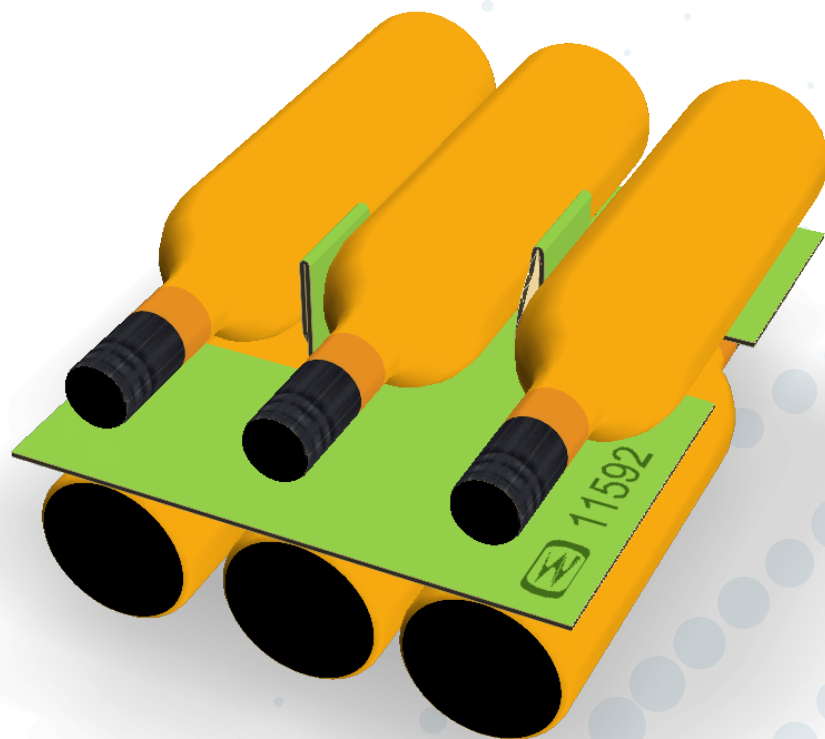
Industry Insights

Britvic's Soft Drinks Review

In its annual review, Britvic takes a deep dive into the soft drinks industry, looking at key figures and top trends.

It explores in detail the data, overview and opportunities across the convenience, foodservice and licensed channels.

[Read the full report](#)



Design of the Month

Clever ways with cardboard...

Transporting bottles has always needed some careful attention. One bump in the road and, with the wrong packaging, you can end up with shattered glass and spilled contents. And very unhappy customers.

Thankfully, as part of our eBottle portfolio, we've got plenty of tricks up our sleeve. This deceptively simple cardboard being one of our favourites. This clever design is really easy to fold and shape, safely and effectively transporting six bottles lying face down.

Showing that great packaging doesn't need to be complicated... it just needs our expert touch.



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Product OF THE Month

Life's a picnic...

Our versatile Hamper Box is the perfect way to treat your clients and customers this summer. Perfectly emulating a proper picnic hamper, it looks like the real thing with none of the weight or inconvenience.

Fill it with goodies, personalise it, customise it... whichever way you choose, your lucky recipients will be intrigued and delighted!

Hamper Box



The Smurfit Kappa Display **Hamper Box** is the perfect way to **connect** with corporate **clients**, **influencers** and **retail customer** this summer

Display Ireland
Unit 17 Whitestown Drive, IDA Tallaght Business Park,
Dublin 24, Ireland.

Tel: 01 452 4333 | Web: www.smurfitkappa.ie



Benefits

- ✓ Takes up little space as folds flat
- ✓ Can be personalised
- ✓ Fully recyclable

paper | packaging | solutions

Display News

Our beautiful building...

Display has had a facelift! Our office in Dublin is now bursting with bright colours, making for a lovely welcome for both staff and visitors.

We'd love you to come and see us, check out our new look and come in for a coffee and a chat.





Working in the Community

Shared sustainability insights

Display Ireland recently attended a number of ECR (Efficient Customer Response) Ireland events, including the ECR Leaders Conference 2024.

We also attended an excellent workshop at Bord Bia on 25 April which focused on 'How sustainability affects shopper choice'. There were brilliant insights shared into how shoppers are increasingly considering the sustainability credentials of products, making them a key factor in determining product choice and influencing purchase.

We gained some excellent learnings about this trend, which is clearly set to continue over the coming years.



Get in touch to arrange a visit

Did you know?

Must-know facts from the world of POP.

Irish consumer sentiment has fallen for the fourth month in a row (NIQ Ireland)

Forecourt retailers could increase sales by £36m by increasing the number of soft drinks sold from one in four baskets to one in three.

(Britvic)

Aldi Ireland is trialling self-service checkouts at selected stores.

(Shelflife.ie)

