

# Newsletter

September 2024



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# Hand in glove...

**As the weather turns chillier, many of us will start digging out our warmer clothes and winter coats. But enjoying the practicality of cosier clothing doesn't mean sacrificing style. In the same way, an attractive item of clothing doesn't automatically have to be uncomfortable.**

And when you ask us for a packaging or display solution, we apply the same logic. We know you want robust, secure and sturdy. But you also want eye-catching, showstopping and beautifully branded.

At Display, you never have to choose style over function or vice versa. Our creative and innovative solutions will always be aesthetic and hardworking. Talk to us today about how we can help...

[Contact us](#)



## Industry News



# Super success in the ScanStar Awards

**Winning four awards at ScanStar 2024 made us the most celebrated company at this year's event – an achievement we're incredibly proud of. The awards are a prestigious event which recognise excellence and innovation in packaging solutions in Nordic countries.**

**"Winning four ScanStars is a strong testament to how our strategic focus on sustainability and innovation is delivering tangible results. We are excited to offer solutions that not only meet our customers' needs but also make a noticeable difference for the environment," says Per Frederiksen, our Scandinavia CEO.**

Our award-winning innovations include:

### **A Bag-in-Box® solution that replaces plastic jerrycans for Masava Kemi.**

The solid board box is designed to withstand humid conditions, while the specially developed bag can handle cleaning agents with varying pH levels. This solution has enabled Masava Kemi to achieve their sustainability goals, reduce handling costs, prevent marine pollution, and ensure efficient transport and storage.

### **Grab-and-Go packaging for Amokabel.**

The corrugated cable drum is fully recyclable, reducing plastic consumption by approximately 1kg per drum. The new packaging combines functionality with sustainability, further strengthening Amokabel's market position.

### **Paper-based packaging with a Hexacomb insert to replace EPS foam.**

The packaging was designed for Danfoss, a manufacturer of AC drives for electric motors, and has reduced their plastic consumption by 300 tons annually and CO2 emissions by 61%. The packaging is 100% recyclable and seamlessly integrates into Danfoss' existing production line.

### **A corrugated tray to replace the previous plastic solution for Tropica Aquarium Plants.**

The new solution has reduced plastic consumption by 12.4 tons annually, has optimised transportation, and is 100% recyclable.

These awards demonstrate our commitment to delivering excellent and innovative packaging solutions, all with a strong focus on sustainability. Congratulations all round!





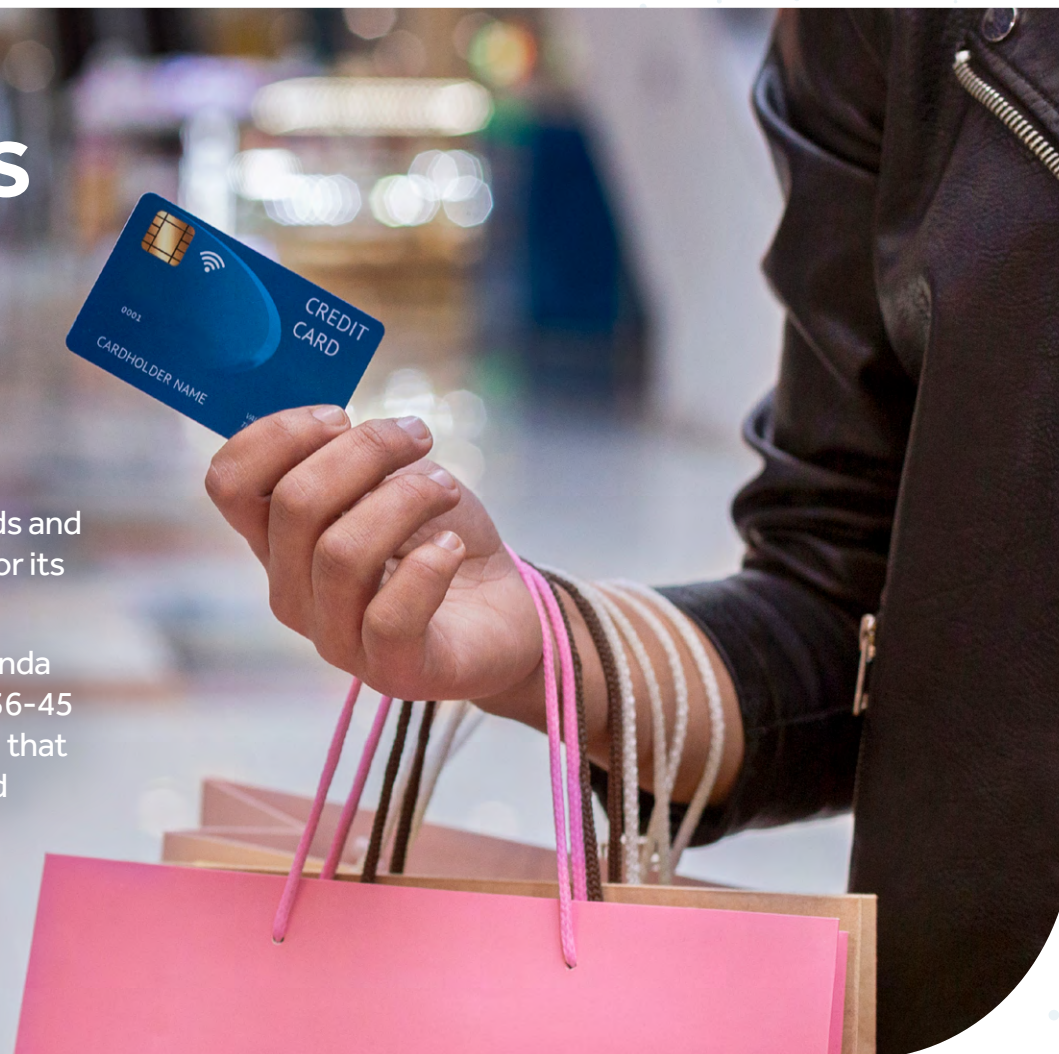
## Industry Insights

# Consumer Attitudes to Digital Receipts 2024

Receipts remain a key part of the whole retail experience for both retailers and shoppers, for returns, record-keeping, loyalty rewards and product recommendations. But is the paper receipt making way for its digital counterpart?

In their report Consumer Attitudes to Digital Receipts 2024, Yocunda found that 72% of consumers chose digital receipts, and 84% of 36-45 year olds select a digital receipt over a paper one. They also found that 96% of UK customers think that switching to digital receipts could significantly reduce environmental impact.

[Read the full report](#)





## Design of the Month

# If the shoe fits...

When our client Steitz Secura asked us to design a special shoe box, we knew it would go beyond the traditional. They wanted an off-the-shelf solution, so shoppers could simply pick up and purchase.

Steitz Secura are leaders in the production of safety work boots in Europe. So they weren't going to settle for anything less than the best.

We designed a shoe carrier, which wraps around the shoes and is carried vertically. Made from highly sustainable packaging and with 100% FSC recycled paper, it's super-quick to assemble and lock, thanks to pre-gluing and plug-in closure. Plus, it's flexible enough to fit up to three shoe sizes.

The carrier is designed for promotional campaigns and can easily fit on the beer six-pack shelf for quick purchasing.

A perfect example of how, when it comes to innovative design, we always put our best foot forward...



## Did you know?

Must-know facts from the world of POP.

85% of the 43 senior leaders interviewed expect year-on-year sales in 2025 to be higher than in 2024, with 13% expecting sales to be "much higher".

(Retail Week)

64% of consumers said they would be willing to pay more for sustainably and ethically produced pineapples.

(Fyffes)

The average dairy farm income was just under €49,500 in 2023, a decrease of 69% compared to 2022.

(Teagasc)

90% of Irish SMEs say the Government needs to implement a full review of the supports they offer to business to make sure they are fit for purpose.

(Kantar)

More than half of Irish consumers now claim to actively look for and purchase sustainably produced food products with almost nine in 10 (87%) believing producers should be supported to be as sustainable as possible.

(Nestlé)

