

Newsletter

April 2023



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display

A part of the Smurfit Kappa Group



**Making every
campaign count...**

The retail calendar marches on, as we look back on spring and Easter promotions and look forward to what summer has to offer. Each year, brands and retailers respond to the major events on the calendar, from January sales to Valentine's Day, Mother's and Father's Day, summer holidays, back to school and Christmas. To name but a few.

Each campaign must be fresh and meticulously thought out, with endless hours of creative work going into initiatives often only seen in stores for a matter of weeks. But each one counts. Constant competition in the in-store environment means the only the most showstopping display, the best branding and the most innovative packaging will catch shoppers' attention. So it's all about detail, detail and more detail.

Here at Display we're the experts in creating new, exciting and inventive ways to display, merchandise and package your products. All with an eye on sustainability and practicality. Because we know that just because the occasions remain the same, your business is always evolving.

[Contact us](#)



Trends and Insight A Sustainable Future for Irish Retail

A new report A Sustainable Future for Irish Retail: Retail Ireland Strategy 2023-26 sets out key strategic priorities for the sector in the years ahead. As the national voice of Irish retail, it reflects the needs of Irish retail businesses, and gathered insights from across its diverse range of members to create the strategy.

Areas explored include the impact of Covid-19, collaboration with retail and Government, people and skills, sustainability and climate action, the digital transformation, reviving communities, and in-store experiences.

[Read the full report](#)





Design of the Month

Going nuts for Easter!

Portuguese company Viera wanted to create some in-store theatre this Easter and asked us to come up with a suitable display to cause disruption and engage shoppers.

We came up with a cracking idea: an egg-shaped island pallet with classic yellow and purple to shout 'Easter' to shoppers. The display held plenty of the company's products, premium chocolate-covered almonds, tempting shoppers to buy them as Easter gifts for loved ones or as a delicious treat for themselves.

Shoppable from all sides, the display was a real in-store showstopper, shoppable from all sides for simplicity for shoppers and easy for staff to stock and remerchandise.

What a treat!

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





SK Ireland

Say it with flowers

Our eFlower portfolio features nine innovative solutions to deliver your delicate blooms in safety and style. Choose from:

Bouquet Gift Pack

Add in extras such as wine or Champagne alongside the flower arrangement.



Bouquet Box

A two-piece solution for ease of lifting the flowers out of the box.



Telescopic Pack

Versatile packaging to accommodate a range of different-sized products.



Letterboxable

For simple delivery if nobody's home, perfect for subscription offerings.



Speedy Flower Box

For rapid manual assembly.



Machine Pack

A unique octagonal design fit for automation.



WOW Bloom Box

A beautiful unboxing experience that opens out to reveal the blooms inside.



Clamshell Box

Full protection for products plus an unrivalled unboxing experience.



Click n Collect Pack

Different handle options make this super easy to transport and for the customer to carry, keeping the delicate products well protected.



Did you know?

Must-know facts from the world of POP.

27% of respondents said they would focus more on enhanced ecommerce as a result of the pandemic

(Retail Ireland)

Every €1 million spent in retail creates 26 jobs directly and indirectly

(Ibec Economics Unit)

Dunnes holds the highest market share amongst all retailers at 23.2%, according to the latest grocery market share figures from Kantar in Ireland.

(Kantar)

