

Newsletter

December 2021



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Goodbye 2021...
hello 2022

It's hard to believe we're very nearly at the end of another year, with the pandemic bringing another 12 months of uncertainty and change. What lies in store for 2022? While nobody knows what will happen with Covid-19, what we do know at Display is that we'll be continuing our drumbeat of sustainability in all we do.

We know that we'll work tirelessly to bring strong, creative and attractive designs to all your displays and packaging, using the greenest materials and the most planet-friendly processes.

And we know that we'll continue to evolve, globally, to keep our laser focus on sustainability at all times.

Wishing you a wonderful Christmas... and here's to a greener new year.

[Contact us](#)



Industry news

Sustainable water treatment facility in place in Colombia



Thanks to a \$7.5million investment, the Barranquilla paper mill in Colombia has now been upgraded with a sustainable new water treatment facility. The Wastewater Treatment Plant (WWTP) will reduce water uptake from the nearby Magdalena River, an also improve the quality of water returned to the river.

The facility will also generate biogas which will help to power the mill, improving energy efficiency and reducing the need for external power sources.

It is estimated that the Chemical Oxygen Demand (COD) at the Barranquilla Paper Mill will reduce by 80% as a direct result of this investment.

Commenting on this new WWTP, **Alvaro Jose Henao Ramos**, CEO of SK Colombia, said: "For many years, our operations have been based on a circular economy model in which we seek to maximise resource efficiency and minimise waste. This investment takes us to a higher level of efficiency and excellence in how we process water and is consistent with our goal of being a strategically to businesses in the Caribbean region, through our sustainable packaging solutions and environmentally friendly processes."

[Find out more](#)

Trends and Insight

Retail 2022

A strong bounceback in revenues, significantly higher sales and better profits... a new report from Retail Week paints a rosy picture of what we could expect in the industry in 2022.

The report, Retail 2022, was produced in association with Reflexis, now part of Zebra, and was informed by 53 business leaders from organisations including Gymshark, Beauty Pie, Pets at Home, Currys, Levi's and Waterstones.



[Read the full report](#)



Design of the month

A lot of bottle...

Packaging bottles and glasses takes some careful thought. Packaging six bottles with a glass takes ingenuity and creativity courtesy of Display.

German brewers Insel Brauerei wanted to package their beer gift pack so the product was showcased and the box was attractive to shoppers. But they also needed it to avoid the products clinking together, and to be robust enough for shoppers to pick up and carry easily. Some of the boxes contained several bottles of beer and a glass, others a larger bottle of beer and two glasses.

Our solution cleverly highlighted the glasses and bottles, while on the multipacks the remaining bottles were carefully protected. Add the company's branding, and the end result was an eye-catching gift box that sheltered its contents.

That really is boxing clever...



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

Success Story

Sweet success...

When The Candy Box was asked to provide a pop-up shop in Arnotts, offering shoppers the chance to customise their own selection box, they needed a high-quality installation with real in-store standout.

They asked us to manage the project, from concept design and 3D visualisation through to production and installation of the pop-up shop.

We worked closely with the client to make sure they were completely happy with the design, inviting them to see the finished product at Display Ireland before it was packed up and sent to Arnotts.

We built the installation on the evening of 22 November, ready for its month-long run when the store opened its doors the next morning.



[Find out more](#)





SK Ireland

Fantastic, not plastic!

Chocolate selection boxes have long been a firm favourite with kids and grown ups alike. So we were delighted when Cadbury's approached us to find a more sustainable solution for their box inserts.

The company wanted to move away from plastic, so we helped them switch to an E-flute corrugated insert with push-up tabs. It still presented their chocolates beautifully, and protected them from damage.

This simple change has brought about some much bigger changes. The new insert will result in 1.2 tonnes of plastic saved annually, along with 38% less CO2 emissions.

Impressive stuff from Cadburys...



Did you know?

Must-know facts from the world of POP.

64% of Irish people say they are more eco conscious now than before the pandemic and 89% are confident that their recycling habits are good.

(Repak)

43% of the UK chief executives interviewed for the Retail 2022 report expect sales in the calendar year to be significantly higher versus 2021.

(Retail Week)

Up to €5.4bn could be spent by consumers this Christmas, which works out at around €832 per household and represents a 5% increase on what was spent last year.

(Retail Ireland)

