

Newsletter

December 2022



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display

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It's Christmas!

Season's greetings to you from all of us at Display... we hope you all get some time to rest, relax and rejuvenate over the Christmas period. The retail calendar can sometimes be relentless, with event upon event, so now is a great time to pause, reflect back and look ahead.

What went well for you in 2022? What are your hopes and ambitions for 2023? And what can you put in place to make sure you achieve these?

Whatever your objectives, remember we're on hand to help. If you'd like to be more sustainable in your display and packaging, if you want to be more creative, make your brand stand out more, drive sales through clever merchandising... we can help you deliver, every single day.

[Contact us](#)



Trends and Insight

Irish Foodservice: Market & Consumer Insights

This latest report from Bord Bia, the Irish Food Board, takes a deep dive into the Irish foodservice market, essentially all food and drink apart from alcohol consumed outside the home.

It highlights the critical factors shaping the industry, such as energy prices and labour shortages, how the lifting of remaining pandemic restrictions propelled growth in 2022 and what the industry might expect in 2023.



[Read the full report](#)



Design of the Month.

On the first day of Christmas...

We can't quite deliver a partridge in a pear tree. But we can deliver four cartridges in a pared-down box, which let's face it, is far more practical!

Our customer was previously using two types of outer packaging and four inserts to deliver four different-sized filter cartridges, which is quite a lot of packaging parts for the product.

We created a new, streamlined design with folding divider options, still allowing for comfortable and safe transit of the cartridges but only now needed one packaging part.

A brilliant four-in-one folding solution... when it comes to creativity, we're at the top of the tree.



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



SK Ireland

Introducing our award-winning Supply Smart Analyser Tool...

We've long been delivering award-winning packaging. And now we're delivering award-winning tools, too. Our Supply Smart Analyser Tool recently won the German Packaging Award in the Digitalization category.

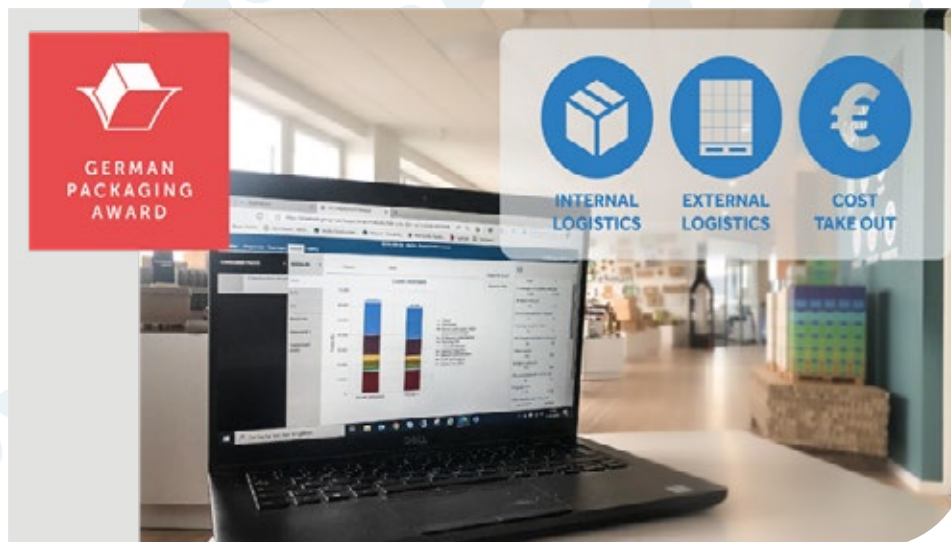
The Supply Smart Analyser Tool analyses the entire supply chain for influencing factors and areas for optimisation. It looks at the product, primary and secondary packaging, logistical requirements in goods delivery, processing, delivery logistics through to the handling processes in retail and their logistical efficiency in the warehouse and on the shelf.

In fact, a fully comprehensive evaluation of the entire supply chain, with results presented in easy-to-use visuals to drive informed decision making.

In their comments, judges highlighted consistent further development and combination of well-known analysis tools in conjunction with database-founded costs and environmental factors, creating a holistic view of the supply chain.

We develop not only award-winning packaging but also award-winning tools

Supply Smart Analyser is the winner of the German packaging award in the category digitalization



Did you know? Must-know facts from the world of POP.

Ireland's foodservice industry is worth €8.2bn

(Bord Bia)

92% of Irish consumers say dairy features in their diet and over half (66%) believe meals would not be the same without their favourite dairy products.

(European Milk Forum – EMF)

89% of consumers are noticing the rising cost in eating out

(Bord Bia)

