

Newsletter

December 2023



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Discover our full display offering at;
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



2023: It's a wrap

As another year draws to a close, it's hard to believe that 12 months have gone by so quickly. As ever at Display, it's been a year of innovation and creativity, as we constantly strive to bring more sustainable packaging and display solutions to our customers.

**Wishing you all a very happy Christmas...
and here's to 2024.**

[Contact us](#)





Industry News

SupplySmart digital solution: optimising supply chain efficiency

Here at Display we're all about sustainability. Which is why we're delighted to announce the launch of our new SupplySmart digital solution, designed to help businesses intelligently adapt their packaging to increase efficiency and reduce emissions across their supply chains.

Using analysis of over 100,000 supply chains, it identifies opportunities for optimisation across the entire length of the supply chain. Customers can also test their updated packaging in a virtual environment before it is rolled out, to help eliminate risks before implementation.

A great example is Henkel dishwasher tablet pack. SupplySmart was used to build a digital model of Henkel's supply chain for dishwasher tablets. Using the insights that this provided, we were able to find a packaging solution that would support their goals of reducing CO2 emissions, while introducing a more user-friendly and compact pack. The results were a great success. The redesigned pack resulted in 66% less volume for the package and has helped to reduce CO2 emissions during transport by as much as 44%. The new sustainable solution is also easy to handle, easy to store, and is fully recyclable.

Marcel Daube, International Packaging Developer of Henkel's Consumer Brands division, said: "Smurfit Kappa's SupplySmart solution has supported us in achieving a number of our key business objectives. It's not just a change in design; it's driving sustainability and efficiencies across our entire supply chain. Our commitment to responsible business has found its perfect partner in this innovative packaging, helping us reduce waste, minimise our environmental footprint, and deliver on our sustainability objectives."

[Find out more...](#)





Trends and Insight

Rebuilding economic resilience in the UK food supply chain

Food security has become a hot topic thanks to high inflation and weak on-shelf availability.

In this latest report from IGD, read the analysis of what's happening, the key issues impacting the UK food supply chain and the emerging threats.

[Read the full report](#)



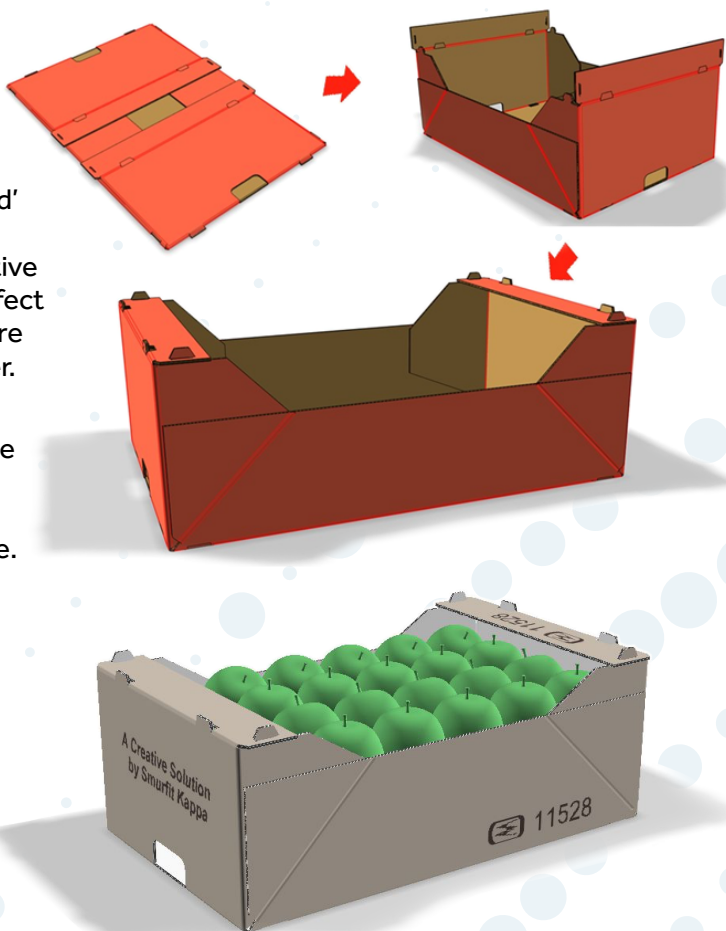


Design of the Month Quickstep assembly

Our clever 'multipoint glued' (MPG) box for agriculture products is a highly innovative piece of packaging. It's perfect for logistics, as the boxes are sent folded to the customer.

They simply need to do a two-step procedure to have the box fully assembled. Plus, it's adaptable for all sizes needed for agriculture.

Packaging by Display...
as easy as MPG.



View more inspiring
in-store POP...

Community News

Supporting the Simon Community

Our design and production teams were happy to help the Dublin Simon Community when they hosted a coffee morning pop-up café at Display.

Offering a hot drink and a sweet treat for a donation, the teams produced a stand and poster for the event, which raised €320.

The team from the Dublin Simon Community said: "Thank you so much to all the team at Display Ireland for your generosity and support. Thank you for choosing to support the Simon Communities of Ireland."





Community News

Money for Movember

Huge congratulations to Joe Doyle, senior designer at Display Ireland and his son Joseph, who took part in this year's Movember challenge. Both sported some fine facial hair and raised a magnificent €650 for the Irish Cancer Society.



**Irish
Cancer
Society**



Did you know?

Must-know facts from the world of POP.

Consumer confidence has risen for the second consecutive month this December, suggesting households may be more inclined to spend over the festive season.

(GfK)

The Irish 'out of home' sector was up nearly 13% this year to a new record high of €9.3 billion across both the Republic of Ireland and Northern Ireland.

(Bord Bia)

