

Newsletter

February 2022



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www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Doing what we love...

February saw the usual flurry of love hearts, balloons and lots and lots of red as retailers pulled out all the stops for Valentine's Day. A day where people can choose to celebrate love.

Luckily at Display, we love what we do all year round. We love thinking up creative ideas for displays and merchandising. We love devising sustainable solutions for packaging. And we love bringing our expertise and knowhow to our projects to bring them to life.

We're lucky to love what we do and do what we love. Talk to us today about how we could help you.

Contact us



Industry News

Serving up sustainability for Mindful Chef...

Delivering fresh food and recipe kits direct to people's door, Mindful Chef has seen a big increase in demand during the pandemic. Display has been working with the company to help make their packaging more sustainable, without compromising the integrity of the products.

Ingredients must maintain the correct temperature during the delivery process, but the insulation pouches the company was using weren't easy to recycle. We came up with a 100% recyclable alternative which maintained the correct temperature for over 30 hours.

The new solution includes corrugated cardboard insulation packs, which have a 30% lower carbon footprint than the previous insulation.

David Waller, Mindful Chef's Buying Manager, added: "Working in close collaboration with Smurfit Kappa has helped us in achieving our goal of becoming even more sustainable. Our new insulation packs are perfect for keeping our food fresh during transportation. This helps to ensure that we meet our customers' expectations which in turn ensures an excellent experience when they receive their orders."

Congratulations to everyone involved in this highly successful project!



[Find out more](#)



Trends and Insight

How to future proof supply chains against global disruption

Supply Chain 2022, the annual report from Retail Week, explores how to forge smoother, more efficient and more robust supply chains.

With everything from Brexit to the pandemic shaping the way supply chains operate, and shifting the way UK businesses work, the report offers insights into how retailers can future proof global trade.



[Read the full report](#)

Design of the Month

Good traditions

When our client Andruty Kaliskie wanted to create a special display to promote the heritage of its products, we went into full-on creative mode to produce a traditional design to perfectly reflect the brand.

The Kalisz wafers have been produced in the Polish city since the beginning of the nineteenth century. To commemorate this pedigree, we created a traditional-looking book, with an imprint relating to the product and the city. The book served as a beautiful gift box for the products, and the mock-up was displayed at the Art of Packaging competition on its very own plinth.

Contemporary meets classic... creativity at its finest.



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



Success Story Supplementary standout

FemFuelz wanted their women's supplements to have maximum standout in-store, and approached us for ideas for displays that showed them to best effect, but were still robust and easily shoppable.

They were so pleased with the results that we've been working with them ever since!

They said: "Since starting our retail journey we have used Display for our FSDUs. They offer amazing guidance and deliver quality products in a superb time frame. We are delighted to have them as one of our suppliers and are lucky to have such a great relationship with the team."

We feel the same way...



[Find out more](#)

SK Ireland Paper money

As part of our Better Planet Packaging initiative, we are always looking for ways to incentivise our customers to consider a more sustainable approach to their packaging. As well as the clear eco-benefits, did you know there's a significant cost saving if you move from EPS to paper? In fact, the total tooling for an EPS buffer can be between four and 20 times higher than for a paper-based buffer.

Another great reason to choose paper...



[Find out more](#)



Did you know?

Must-know facts from the world of POP.

Almost half of UK businesses have made changes to their supply chains since Brexit.

(Statista)

Value sales of frozen food are expected to rise by 11.5% to just under £6.1 billion over 2021-26.

(Mintel)

Consumers' use of online and mobile payments has increased by 85% since 2016, with an increase of 10.4% in 2021 alone.

(BPFI)