

# Newsletter

January 2022



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**display**

A part of the Smurfit Kappa Group



Bring on the new year

Christmas may feel like a distant memory but we are still just weeks into 2022. It can be hard to find much solace in the dark days of January, but one silver lining is that it represents a fresh start, new beginnings.

That's not to say we should never look back. We can use lessons from the past to teach us what we got right, what we need to work on, what challenged us and what we can challenge ourselves with. And take that forward with us into this new year.

At Display, we are constantly striving to make sure we're not just meeting, but exceeding our customers' expectations. We use our expert blend of creativity, innovation and technical knowhow to breathe life into projects, each one giving us new learnings and ideas.

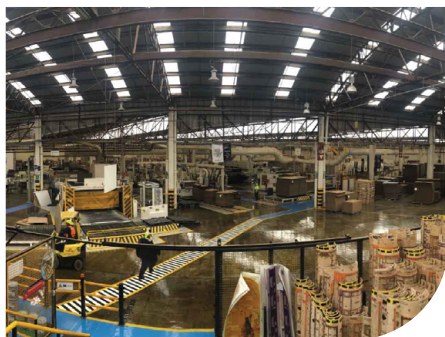
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## Industry News

# Mexican sites achieve the coveted BRCGS Packaging Materials Global Standard



Two more of our corrugated sites in Mexico have achieved BRCGS Packaging Materials Global Standard certificates, taking the total to six sites overall in the country to receive the accolade.

Los Reyes and Atlas were the latest sites to attain the certificate, which recognises the highest standards of product safety and quality.

The BRCGS Packaging Materials Global Standard is the global industry benchmark, widely used by packaging producers. Our sites have proven they meet the high

standards required for certification in different areas of their operation, including hazard and risk management, quality management, environmental and operational conditions, and hygiene standards.

Jorge Alberto Angel, CEO Smurfit Kappa Mexico, said: "At Smurfit Kappa we are always working to make improvements to our packaging to increase efficiency and effectiveness throughout the supply chain, while minimizing risks to each business.

"We are proud to announce that there are now six plants certified with BRCGS Packaging Materials in Mexico and we are currently in the process of achieving certification in three more plants."

Congratulations to all involved in this fantastic achievement.

[Find out more](#)

## Trends and Insight

# Export Performance and Prospects 2021-2022

With trading continuing to be disrupted by the ongoing pandemic, plus new trading in place with the UK outside the EU's customs union, the Irish food and drink sector had plenty to face in 2021.

In its report Export Performance and Prospects 2021-2022, Bord Bia details the performance of the different parts of Ireland's food and drink exports, exploring sector-specific challenges and successes from 2021 and looking at the prospects for those exports in 2022 and beyond.



[Read the full report](#)



## Design of the Month

### A slick operation...

When our customer told us they wanted an innovative and eye-catching display for bottled oils in store, we knew we needed to come up with something special.

Kujawski produces a range of pressed rapeseed oils and flavoured oils, and we wanted to showcase the products in a way which reflected the brand.

Our cart display perfectly captured the brand's heritage, evoking the rural roots of the product while also making for a real in-store showstopper. The display not only looked good, it was sturdy and robust, as well as really easy to remerchandise and shop.



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

## Success Story

### The Kraken wakes...

The tale of the Kraken tells of a huge, mysterious beast which lives in the depths of the sea. And the Kraken Black Spiced Rum brand has harnessed the legend to develop its range.

They asked us to work with them to 'release the Kraken' in Tesco stores for Halloween. They supplied us with the concept, which we brought to life... unleashing the creature into stores in time for the spookiest occasion of the year.



[Find out more](#)





## Success Story

### Box of delights

Everyone loves an advent calendar... and what could be better than one filled with beers?! When the Molloy Group asked us to design their beer advent boxes we were delighted to help and even more delighted to get some excellent feedback.

Colm Reilly of the Molloy Group told us: "The advent boxes went down very well. This year's allocation sold out with plenty of time, we could have sold more. We got plenty of compliments on the box design. You made it very simple to get this project over the line and it is very much appreciated."

Cheers!

[Find out more](#)

## SK Ireland

### Plastic pollution

We have long been committed to our Better Planet Packaging promise, always seeking to find sustainable solutions for packaging and display. And when we look at some of the shocking statistics, it's clear that these choices are essential.

For example, over 150 million metric tons of plastic are estimated to be in the ocean, with significant impacts on wildlife — 914 species are affected by plastic debris. When we also consider that 12 of 25 of the top global fishing species were reported to contain microplastics in 2017, the picture becomes even clearer.

The era of plastic is over and it's time to usher in an new era of sustainability.

#### The facts on plastic are shocking

Smurfit Kappa  
Better Planet  
Packaging

PLASTIC  
MOSTLY BECOMES  
WASTE



75%

of plastic  
cumulatively  
produced since  
1950 is waste<sup>a</sup>

PLASTIC WASTE IS  
DISCARDED IN THE  
ENVIRONMENT



1/3

of plastic waste is  
mismanaged and at  
risk of polluting the  
environment<sup>b</sup>

AND ACCUMULATES  
IN THE  
OCEAN



>150

million metric  
tons of plastic are  
estimated to be  
in the ocean<sup>c</sup>

WITH SIGNIFICANT  
IMPACTS ON  
WILDLIFE



914

species affected  
by plastic debris,  
including all  
sea turtles<sup>d</sup>

THREATENING  
THE WHOLE  
FOOD CHAIN



12 of 25

top global sea  
fishing species were  
reported to contain  
microplastics in 2017<sup>e</sup>

[Find out more](#)



## Community News

### Supporting Sing for Simon

The annual Sing for Simon returned in 2021, as people from our communities came together to raise funds for the Simon Community, an organisation which helps look after homeless people.

We have supported them in past years and wanted to do the same again, as the work they do is critical in helping people. Staff from SKD Tallaght produced the branded arch to stand behind singers at the 24-hour Carolathon on 17 and 18 December, giving a focal point to the occasion and raising awareness of the fundraising event.

Community and events fundraising manager James Phelan said: "Thank you again for your help over the years, you've always been so generous and supportive."



## Did you know?

Must-know facts from the world of POP.

Top trends for retailers to recognise in 2022 include local suppliers, green products and plant-based foods.

(Nielsen)

Tesco would be most Brits choice of brand to live close to, followed by Boots and Sainsbury's

(FirstPort)

The number of items per basket at convenience stores rose to 4.25 per visit in the final quarter of 2021, up 12% on the previous quarter.

(PayPoint)

Employment in the agri-food sector accounts for approximately 163,600 jobs or 7.1% of total employment in Ireland.

(Bord Bia)

