

Newsletter

January 2023



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display

A part of the Smurfit Kappa Group



**A new year of
new possibilities...**

Who can believe it's already 2023? As the past few years have taught us, there are things we can plan for... and things we can't. From the weather to world events, unpredictability has become the predictable.

But while some things change, others stay the same. Brands want to make themselves stand out in store and use packaging that protects their product and encourages shoppers to purchase. Retailers want displays that work to best effect in their retail space. Ecommerce companies want robust-but-attractive packaging that delivers their goods safely and securely. And all want a strong focus on sustainability.

At Display, we offer a steady presence for all of these things, bringing creativity, flair and technical knowhow to all our packaging and display solutions. We can look to the future, to drive innovation and anticipate trends. And when and where unexpected challenges arise, we can work around them, face up to them and use them to drive us forwards.

Happy new year...
here's to 2023 and all it may have in store.

[Contact us](#)



Industry News

Powering the path to net zero

In exciting news, the HYFLEXPOWER consortium and Smurfit Kappa have successfully completed the first stage of the HYFLEXPOWER project, an innovative research project on renewable energy. Located at the Smurfit Kappa Saillat paper mill in France, the project is the first in the world to introduce an integrated hydrogen gas turbine demonstrator.

Its aim is to clearly demonstrate that renewable energy can be converted to hydrogen and serve as a flexible means of storing energy which can then be used to power an industrial turbine.

The highly innovative project involves significant collaboration across several industries, academic bodies and research institutes, including ENGIE Solutions, Siemens Energy, Centrax, Arttic, German Aerospace Center (DLR), and four European universities.

The hydrogen pilot was successfully trialled with a mix of 30% hydrogen and 70% natural gas. The project officially marks the implementation of the world's very first industrial-scale power-to-X-to-power demonstrator with an advanced hydrogen turbine. Trials will continue in 2023, to increase the hydrogen ratio up to 100%.

Garrett Quinn, Chief Sustainability Officer of Smurfit Kappa, commented: "We are focused on reducing our emissions with the best available technology today, but equally this announcement demonstrates how we are focused on looking beyond 2030 and trialling new technology, such as hydrogen, today."

"This project will allow us and our partners to understand the technical feasibility of using hydrogen with a lot of our existing energy infrastructure. This is an exciting project for us, and industry in general, as we progress on our journey towards net zero."



[Find out more](#)



Trends and Insight

Brand Footprint 2022

The 10th anniversary edition of Kantar's Brand Footprint is now out, with the 2022 report offering a global ranking of the most chosen consumer brands and analysing consumer choices from the past ten years.

Against a backdrop of digitalisation, Covid-19, spiralling inflation and war, how has shopper behaviour changed? And, importantly, what are the key consistencies which keep brands secure as they navigate world events?

[Read the full report](#)





Design of the Month

Clever ways with cartons

How to group cartons together without using plastic or glue? By using our highly innovative 'brick clip', designed to safely and effectively carry six cartons of products like milk or juice.

The design is made up of two parts. The hood folds over to group and hold the products together, and can communicate branding, messaging or product information. And the sturdy handle makes it easy to grip the brick and transport the whole pack.

Simple, effective, sustainable... the perfect solution.



View more inspiring
in-store POP...



SK Ireland

Boxes in bloom...

Sending flowers is a popular way to show you care... whether for a celebration, commiseration or well wishes. But these are delicate products, and need the right packaging to prevent a disappointment for the recipient (and unhappy customers for your business).

We've developed a special eFlower portfolio, with nine customisable concepts, which offer recipients an enjoyable unboxing experience and preserve the integrity of the delicate blooms.

All of our boxes can be branded, are easy to pack, and support a wide range of products.

That really is flower power...



Did you know?

Must-know facts from the world of POP.

The average household buys 55 FMCG brands in a year

(Kantar)

Ireland's food, drink and horticulture exports increased by 22% last year, reaching a new record high of €16.7 billion.

(Bord Bia)

Non-alcoholic beer sales in Ireland more than tripled between 2017 and 2021, from 1.79 million to 5.55 million litres

(Drinks Ireland)

