

Newsletter

July 2022



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www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Winning summer shoppers

Summer can be a tricky time for retailers. The sun comes out, the shoppers stay away, making the most of outdoor activities while they can. But holiday season is on the retailers' side. Shoppers do want to stock up on holiday essentials or splash out on treats. And once they're in store, savvy retailers can divert them from their single-minded mission, turning it into a shopping spree.

And we can help. Colourful, enticing displays with clear messaging and strong branding. Easy-to-shop units that are sturdy and robust. Clever packaging that protects and holds but is sustainable and recyclable. Bringing together all these creative and practical solutions can turn quick-buy summer shoppers into those that linger longer in store...

[Contact us](#)



Industry News

Entering the wonderful world of fine wines...

We're delighted to announce a new collaboration with the prestigious Kingscote Estate and Vineyard. The team there was searching for a premium and sustainable eCommerce packaging solution for their fine wines, sold through their sub-brand 'The Wine Cavern'. We were honoured to partner with them to create the perfect product.

Together we opted for an exquisitely designed and entirely paper-based packaging solution, based on the Protected Gift pack in our eBottle portfolio. This product allows consumers to recycle or reuse the box once opened. The corrugate used is sturdy and protective, retaining a natural feel and aligning perfectly with the rural origins of the wine.

The packaging is also extremely flexible. It's customisable and easily adapted to accommodate varying bottle sizes and can be printed both on the interior and exterior, showcasing our customer's brand.

Eddie Fellows, CEO of Smurfit Kappa UK & Ireland, said: "Working with the Kingscote Estate to provide them with the perfect sustainable eCommerce solution was an enjoyable and rewarding experience for our talented and creative team."



[Find out more](#)



Trends and Insight Beyond Age

Targeting consumers based on age is fairly standard practice for marketers. If this is something your organisation does, you won't be alone. But are you leveraging it to best effect?

In their report Beyond Age, Kantar explores the opportunities, pitfalls and alternatives to age-based profiling.



[Read the full report](#)

Design of the Month Impeccably dressed...

Packaging clothing sustainably has presented its share of challenges, but as ever we've used our creative ingenuity to find a solution!

Our new clothes wrapper is super easy to assemble, and is made from cardboard — no plastic bags here. The clever design helps to prevent the garments from wrinkling, and can be used for a whole range of different sizes.

Plus, it allows for a good visibility of the product, and has a wide printing area to showcase branding.

Sustainable, robust, creative packaging? It really is our strong suit...



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



SK Ireland

Better buffers, better packaging, better planet

Did you know that paper-based buffers can be customised to your product, are fully renewable, recyclable and biodegradable?

As part of our Better Planet Packaging commitment, we're replacing polystyrene buffers with 100% paper-based ones. They offer the same protection for your product but are much better for the environment. Plus, you'll be showing your customers that you take your sustainability responsibilities seriously.

Paper pushers?
We're proud to be...

Smurfit Kappa
Better Planet Packaging

Paper, the honest way to present your product

Protect your product and the planet. Paper-based buffers are not only customised to your product, but are also fully renewable, recyclable and biodegradable.

- Replaces polystyrene buffers
- 100% paper-based, so easy to recycle for consumers
- Improves the environmental perception and reputation of the brand

Smurfit Kappa

Did you know?

Must-know facts from the world of POP.

One in four Brits are now choosing own-brand products.

(Hubbub)

42% of consumers are using loyalty schemes to combat the cost of living.

(eWallet/Swapi)

Aldi and Lidl continue to be the fastest-growing grocers, with sales up 9.5% at Lidl and 7.9% at Aldi in the 12 weeks to 12 June.

(Kantar)

Find out more

