

# Newsletter

June 2022



 **Click to read**

**Find out more:**

Discover our full display offering at;  
[www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)



**display**

A part of the Smurfit Kappa Group



Playing to our strengths...

Creative, sustainable solutions are in our DNA. Coming up with innovative ideas for displays and packaging is simply what we do best. But we know that when it comes to showcasing and delivering your products, you don't just want an empty aesthetic. You need a robust, sturdy option that looks good, that's planet friendly and, crucially, that won't fall apart at the first hurdle.

Which is why we always make sure our solutions have the right functionality. Packaging that arrives looking beautiful and box fresh. Displays that are alluring and hardy in equal measures.

You make the products. We'll find the packaging and merchandising solutions. That's why we're stronger together...

[Contact us](#)





## Industry News

# Multimillion dollar investment in Mexico

Following on from our \$22million expansion of our Culiacan corrugated plant in Northwest Mexico last year, we're delighted to announce further investment in the country. We're planning a \$23.5 upgrade of our Nuevo Laredo sheet plant in Mexico to turn it into a fully integrated corrugated plant.

This latest investment follows on from our \$22 million expansion of our Culiacan corrugated plant in Northwest Mexico last year.

The investment includes a state-of-the-art corrugator and an extension of the building. The new machine will bring big benefits, including reducing CO2 emissions by up to 40% and doubling our production capacity.

Laurent Sellier, CEO of the Americas, said: "This investment reinforces our commitment to being an important player in the growth of the Mexican market. It will also strengthen our partnerships within the sectors that drive the local economy in the Nuevo Laredo region."



[Find out more](#)



## Trends and Insight

### The Great Store Revival

A new report from Retail Week Connect features analysis of the retailers who expanded their store footprint the most between January 2019 and March 2022. Produced in association with Cegid and featuring data from Local Data Company, The Great Store Revival: New locations, new players and new opportunities offers insights to retailers for their store strategies.

It highlights where new stores are opening, what store formats and how the market has evolved over recent years. Plus, it explores which sectors are investing in physical retail.



[Read the full report](#)

## Design of the Month

### On the defensive...

We know that brands want their products displayed and dispatched in only the most robust of packaging.

Our new plastic-free e-commerce punnets have been specially designed to meet this requirement, with a tamper-proof lock preventing any unwanted attention before the products are sold or displayed.

Plus, we've added a little extra. The design of the lid allows for visibility of what's inside the box, so brands can safely display their products.

Tamper-proof, lockable, sustainable and with product visibility... it's a hardworking, multi-tasking solution!



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



SK Ireland

## Pioneering paper

As part of our Better Planet Packaging commitment, we have devised a highly innovative new addition for our portfolio: water-resistant paper. The product, AquaStop, has a special coating added during the manufacturing process which allows it to withstand water without getting damaged.

This is particularly useful for transporting and protecting a wide range of contents, like flowers or refrigerated products. Plus, crucially, it can still be recycled in the same way as ordinary paper.

Revolutionary? We think so...



[Find out more](#)

## Did you know?

Must-know facts from the world of POP.

**Global out-of-home spend on snacks and non-alcoholic drinks is now almost back to pre-pandemic levels, with a 27% year-on-year increase in the last quarter.**

(Kantar Worldpanel)

**Retail sales in Ireland increased 6.1% in April 2022 over the same month in the previous year.**

(Central Statistics Office Ireland)

**75% of trade buyers globally say sustainability is important to their business.**

(Bord Bia)