

Newsletter

June 2023



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display

A part of the Smurfit Kappa Group



Summer days...

As schoolchildren everywhere are on the countdown to the end of term, it means that summer holidays are fast approaching.

What are you doing to entice in your summer shoppers? Think bright colours, appealing promotions and attractive display in-store. For your e-commerce customers, is your packaging weatherproof and robust?

Summer is a fantastic time for going big with your display and packaging. Talk to us about how we can inject some sunshine into your offering to shoppers...

[Contact us](#)





Industry News

Welcoming Europe's top companies to Dublin

Group CEO Tony Smurfit recently welcomed top European business leaders to Dublin to discuss initiatives aimed at strengthening the region's competitiveness.

The event was one of two annual plenary sessions held by the European Round Table for Industry (ERT). Discussion topics included energy transition, climate change and innovation in light of the 30-year anniversary of the Single European Market.

The summit included a meeting with Irish Taoiseach Leo Varadkar at Dublin Castle and a session with Paschal Donohoe, President of the Eurogroup and Minister for Public Expenditure and Reform.

Smurfit Kappa Display created a series of stand-out features for the meeting room in Trinity College Dublin. These included a backdrop for the stage and recreations of our iconic bulls, rockets and 'innovation man' to show the guests what is possible with corrugated. Well done to Simon Kelly and Mike Rion from Smurfit Kappa Display and their respective teams.

Tony Smurfit said: "I was honoured to host European business leaders at this ERT plenary session. Our businesses are critical to unleash Europe's full potential to bring economic and social benefits while delivering the green transition.

"Smurfit Kappa leads the European market in sustainable packaging and we are committed to supporting Europe's climate goals with a product that's renewable, recyclable and biodegradable at its heart. It was a pleasure to welcome my fellow ERT members and several FTSE100 peers to Dublin."



[Find out more](#)



Trends and Insight

Locally produced food

A new report published by Bord Bia, the Irish food board, explores the locally produced food category. It seeks to understand attitudes towards the category, shopper behaviour and drivers of category purchase.

The report examines aspects of shopper behaviour such as frequency of purchasing locally produced food products by demographic and attitudes towards these products.



[Read the full report](#)



Design of the Month Keeping watch...

Protecting high-end watches during transit and providing a sustainable packaging solution that's user friendly and on brand... that was our brief from PRIM watches and we were happy to put our creative skills to good use and rise to the challenge.

Our solution was a sleek and smart-looking branded box, fast folding and super strong to protect its valuable contents. Plus, compared with their previous packaging, it eliminates 242kg of plastics, 1.5 tons of CO2 emissions and saves the company 13% in costs each year.

Smart, strong, cost effective and sustainable... all watchwords for us here at Display.



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



SK Ireland

TopClip: the sustainable alternative to shrink wrap

Keeping multipacks of cans in place has traditionally been the job of shrink wrap packaging. But we've now created a much more sustainable solution: TopClip.

This innovative design has a 30% lower carbon footprint than its shrink-wrap counterpart, and is fully renewable, recyclable and biodegradable. It fully covers the tops of the cans, not only protecting them but offering space for clear branding. Plus its design makes in-store handling simple and straightforward.

The most sustainable multi-pack solution on the market, yet still highly robust and attractive. Because when it comes to creating the right solutions, we make no compromises.

How about the Topclip?

From concept to successful product in 2023



Did you know?

Must-know facts from the world of POP.

9 in 10 consumers buy locally produced food, with more than 2 in 3 buying this category at least weekly.

(Bord Bia)

More than three quarters (77%) of consumer goods industry leaders believe investment in sustainability will help to accelerate business growth.

(IBM and The Consumer Goods Forum)

The main driver for purchasing locally produced food is a desire to support the local economy and jobs.

(Bord Bia)

