

Newsletter

June 2021



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Discover our full display offering at;
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Packaging for our planet...

Our world needs us. It needs us to appreciate it, to love it, to nurture it. At Display, we value and respect our precious planet, which is why everything we do, everything we create, everything we produce, is done with sustainability in mind.

When you work with us, you'll be guaranteed creative ideas, clever packaging solutions and robust, eye-catching displays, with colours and branding that make them pop. You'll also be guaranteed sustainable solutions, from recycled and recyclable cardboard, reduced carbon footprint and a focus on lowering environmental impact in supply chains.

We work for you. And we work for our world.

[Contact us](#)



Industry news

Sailing for sustainability

Offshore sailor Tom Dolan has once again taken to the seas, this time partnering with French skipper Gildas Mahé on his boat Breizh Cola.

Tom previously sailed solo on his boat The Smurfit Kappa, but is now sailing with Gildas on the two-handed La Transat en Double, a flagship race of the French Elite Offshore Racing Championship.

However, Tom will still be very much representing Smurfit Kappa through his gear and his strong sustainability values, a passion he shares with Gildas.

"We share similar values and concerns about the health of the oceans and the climate," says Tom.



[Find out more](#)

Success story

A sparkling success...



New natural health drink SynerChi comes courtesy of Ireland's first-ever kombucha brewery. Now the brand has launched three new sugar-free sparkling varieties in a 250ml can format.

The Apple & Elderflower Press, Ginger & Turmeric Lemonade and Traditional Cola Flavour drinks complement the brand's existing 330ml bottle offering.

And Display were very proud to be part of the launch, creating the units for the new offering as well as sourcing the wobblers.

Delicious flavours and great branding... we'll drink to that.

[Find out more](#)



Trends and Insight

Shopper StockTake: how are we behaving?

What's changed in retail over the past year? In its WindowOn Trends report, Shoppercentric's StockTake 2021 delves into how the pandemic has shaped and changed our behaviours.

From how our youngest shoppers have had to adapt the most to the surge in cooking from scratch, whether it's time to treat ourselves or avoid indulgence and how trends in online shopping have changed, it offers strong insights into new and emerging patterns of behaviour.



[Read the full report](#)

Design of the month

Keeping our cool

Refrigerated displays are often produced using less-than environmentally friendly materials. But when Becel asked us to design a display for their spreads, we weren't going to settle for anything that didn't meet our rigorous sustainability standards.

We teamed up with a refrigerator producer and carried out a range of temperature tests before coming up with our inspiring solution. A cardboard display which can maintain temperature at different levels, guaranteeing freshness of the product on display.

Not only is it more sustainable, it's easy to assemble in-store and highly robust to safely store products.

That really is fresh thinking...

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





SK Ireland

Paper-based packaging... to protect our planet

The challenges we face as an industry are clear. We must work to reduce waste worldwide. Which is why, when we want change, we reach for cardboard. The world's most recycled material.

As part of our Better Planet Packaging initiative, we're committed to finding sustainable, paper-based packaging solutions for our customers. This means it's made from fit-for-purpose renewable materials. It offers the lowest-possible climate impact. It's designed to be easily recycled after use. And at end-of-life, it biodegrades naturally. Plus, we collect and reuse used packaging.

Finding sustainable solutions doesn't mean compromising on aesthetics or quality, though. All our designs are expertly branded, as well as robust and durable.

SUSTAINABILITY IS A KEY INGREDIENT OF THE CONSUMER EXPERIENCE

eSmart

80% of the consumers say that sustainability is important

Is your brand sustainable?

89% want a minimum amount of waste

71% want the parcel to be easy to dispose

68% prefer paperbased packaging over plastic

71% perceive paperbased parcels as more hygienic than plastic bags (with respect to viruses)

23% have re-purchased from a brand based on sustainability

63% is willing to pay extra for a sustainable parcel

65% perceive a brand that uses paperbased parcels as more caring for the environment

54% perceive a higher brand quality when a parcel is paperbased rather than plastic



* as found in various online studies with 17,000 European online shoppers in 10 countries, and with five shoppers in the Smurfit Kappa User eXperience lab

Smurfit Kappa

Find out more

POP facts

Did you know?

Must-know facts from the world of POP.

35% of people are now cooking from scratch more than before the pandemic.

(Shoppercentric)

The UK's giftcard market has a current value of £6.9 billion.

(NAPCO Research and Blackhawk Network)

54% of shoppers are stocking their freezers more than usual due to the pandemic.

(Shoppercentric)

