

Newsletter

March 2022



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display

A part of the Smurfit Kappa Group



It's a spring thing...

Spring is springing! Well almost... we're seeing some splashes of colour as blossom blooms and early spring flowers start coming to life. And as we put the clocks forward at the end of March, we'll soon start enjoying some longer days and lighter nights, at last.

Here at Display, we love all the seasons and the colours and dynamics they bring. But there is something special about spring, as brands and retailers start to look to Easter and holidays ahead.

Talk to us about your display needs and packaging challenges, as we love coming up with innovative ideas and creative solutions. From robust, easy-to-merchandise in-store units which perfectly reflect branding and create in-store disruption to sturdy, practical-but-pretty packaging which delivers your products in great condition to your shoppers... we love to spring some surprises.

Contact us



Industry News

Conservation: it's in our nature

Expansion at our Mold facility in Wales meant we had plenty of excess soil. Never ones to waste an opportunity, we donated the soil – 240,000 tonnes no less – to a nearby conservation project called Park in the Past.

This is an exciting and ambitious community development which will offer new amenities including a Roman fort, children's adventure area, sensory spaces and a rare species pond.

The area the soil was removed from has also been transformed into a three-acre nature trail, featuring wildflowers and aquatic features for a range of local wildlife. The trail, which can be used by both local residents and our Mold employees, will have also include over 10,000 trees and shrubs, and a lagoon to support water drainage for a new property complex in the area.

Eddie Fellows, CEO of UK & Ireland, said: "The investment in our Mold facility is not only going towards the plant expansion, it's also giving green space back to the local community."

This is a great example of a circular approach, and we're delighted to be supporting these fantastic local projects.

[Find out more](#)





Trends and Insight Retail Monitor

With many Covid restrictions now dropped, Ireland is seeking to restore more normal economic activity and prioritise getting city centre footfall levels back on track. This report from Retail Ireland looks at key retail, economic and consumer trends for Ireland's retailers and shoppers.



[Read the full report](#)

Design of the Month Trade secrets...

Freia is a much-loved, highly recognisable brand, one of Norway's favourite chocolatiers. And talking of tiers... we created a hugely innovative display for them, making full use of their shelves and then some.

We devised the display to include extra, hidden space behind the visible shelves at the back. This meant the retailer could merchandise the unit with 12 extra shelf ready packagers per display. The unit itself perfectly reflected the brand in-store, while the hidden shelves maximised stock opportunities.

Just another of our hidden talents...



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



Success Story

Sweet smell of success...

Family run business The Little Wax Company offer a range of fragranced products for the home, including candles, wax melts, room sprays and reed diffusers. They fit right in with our sustainability ethos, using only natural plant-based waxes and the highest quality fragrance oils, with all their products vegan friendly, cruelty free and bio-degradable.

Having started out as an ecommerce business, they wanted to expand out into retail and were looking for freestanding display units and countertop units to effectively present the breadth of their range. Using our experience for in-store innovation, we devised their displays to not only look the part but be robust and sturdy.

They were delighted with the end results, saying: "It's great to work with a supplier who assisted us in developing these displays, that not only look amazing, but who understand how to get longevity from these displays from a technical standpoint. We can't wait to work on our next project together."

Us too!



SK Ireland

What do shoppers want?

Shoppers know what they want in terms of packaging. But do you know what they're looking for? Online studies have found that 46% of shoppers prefer an anonymous brown parcel, while 40% like a printed parcel. 73% have ordered a gift online before, while 52% are looking for a nice presentation of the product inside the box.

In terms of no-nos, 2% said they'd had parcels arrive wet, opened or damaged, while 74% consider plastic bags cheap and unsustainable.

So you need to think about more than just your product. Getting a robust parcel, using sustainable materials and finding the right balance for printing all are key aspects of presenting, strengthening and promoting your brand.

BOOSTING THE CONSUMER IMPACT REQUIRES MORE THAN JUST A NICE PRINT

eSmart



2%
of the parcels appears
damaged, opened or wet

Is your parcel robust enough?



74%
of the consumers consider plastic
bags cheap and not sustainable

Is your brand premium
or value-for-money?

Do you know what your customers prefer?



About **46%** prefer
an **anonymous brown parcel**



About **40%**
prefer a **printed parcel**

52%

of the online shoppers prefer a
nice presentation of the product
in the parcel



Shoppers love
to be **surprised**
by an **inside print**



73% have ordered
a gift online

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

Find out more



Community News

Cheering on our boys in all weathers

Display was delighted to support one of our local youth football teams, Jobstown Celtic FC, sponsoring them with rain jackets for 44 players in their under 8s, 9s and 10s teams.

The south Dublin-based football club play their home matches at Jobstown Park and compete in the Dublin District Schoolboys' League. And we're glad to help keep them warm and dry as they train and play...



Did you know?

Must-know facts from the world of POP.

Seven in 10 Irish shoppers say frozen food was useful during the Covid-19 outbreak.

(Mintel)

67% of consumers prioritise the ability to buy online, return in store, while just 16% of businesses think this is a priority.

(Ayden)

Over the three months to February food sales were up by 0.1%, but they decreased 0.3% on a like-for-like basis.

(BRC-KPMG)

