

Newsletter

March 2023



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display

A part of the Smurfit Kappa Group



Spring forward...

We're close to one of the pivotal points of the year, when the clocks go forward and we can start to enjoy some lighter nights.

As the scent of spring is finally in the air, it's a time for renewal and reset in the natural world. And a good time for the retail world to look to some changes, too.

Could your displays be revitalised? Is it time for a rebrand? Would your packaging benefit from a refresh?

We're here to help, whatever your needs. From fresh creative thinking to sustainable and innovative solutions... we can breathe new life into your displays and packaging.

[Contact us](#)



Industry News

Innovative new system boosts sustainability at Nervión

Installation of an industry-leading system will see Smurfit Kappa's Nervión paper mill in Spain become more sustainable and environmentally friendly.

In a €27 million investment, a state-of-the-art lime kiln and gas treatment system will be installed, which will see the mill adopt a fully circular production process that will include the biggest landfill reduction project we have undertaken to date.

The new circular system will allow the calcium carbonate waste that is currently generated in the mill's manufacturing process to be transformed into lime and subsequently reintroduced into the production process as a raw material.

The mill in Iurreta, Spain, will see its carbon footprint reduced by diverting 75,000 tonnes of waste from landfill and eliminating approximately 450,000 km per year in road transport.

Rafael Sarrionandia, Smurfit Kappa Nervión General manager and CEO of Kraft Specialties Spain, said: "The new lime kiln system will allow us to be even more efficient and sustainable, which ultimately benefits both our employees and the communities we operate in.

"The investment reaffirms our clear commitment to acting sustainably, becoming increasingly circular as a site, and, at the same time ensuring the long-term future of the facility."

The plant is expected to be fully operational later in the year.



[Find out more](#)



Trends and Insight Gift card and voucher performance

Research and analysis from the Gift Card and Voucher Association and KPMG has revealed that gift card and voucher sales have remained resilient, with an overall rolling year rise in sales of 1.1%.

The leisure industry led the way, with experiences, hospitality, travel and entertainment proving popular, while fashion and grocers saw the highest sales for retail.



[Read the full report](#)

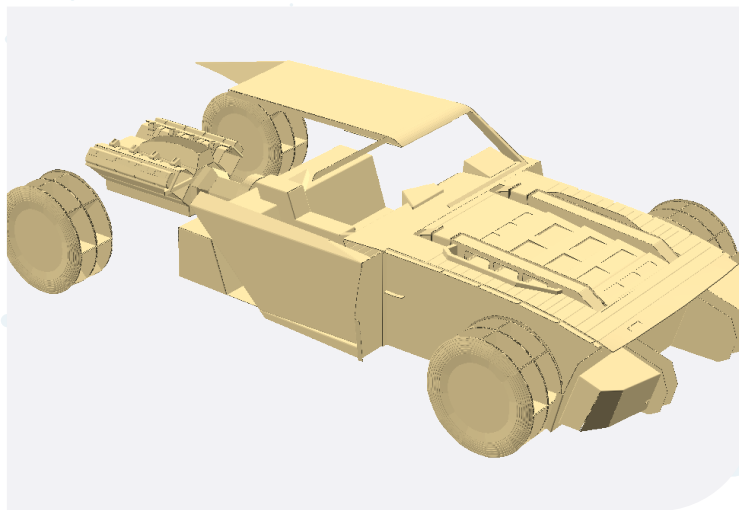


Design of the Month Bring on the Batmobile!

Clever and creative thinking from team members saw a lifesize Batmobile made completely out of cardboard come to fruition.

Taking inspiration from the 2022 movie The Batman, the team created the full-scale, highly detailed stand to catch the eye of visitors to the largest event for the maquiladora industry in Mexico.

And eye-catching it truly was, capturing the sleek lines and distinctive features of the Batmobile in all its glory!



View more inspiring
in-store POP...



SK Ireland

Food for thought

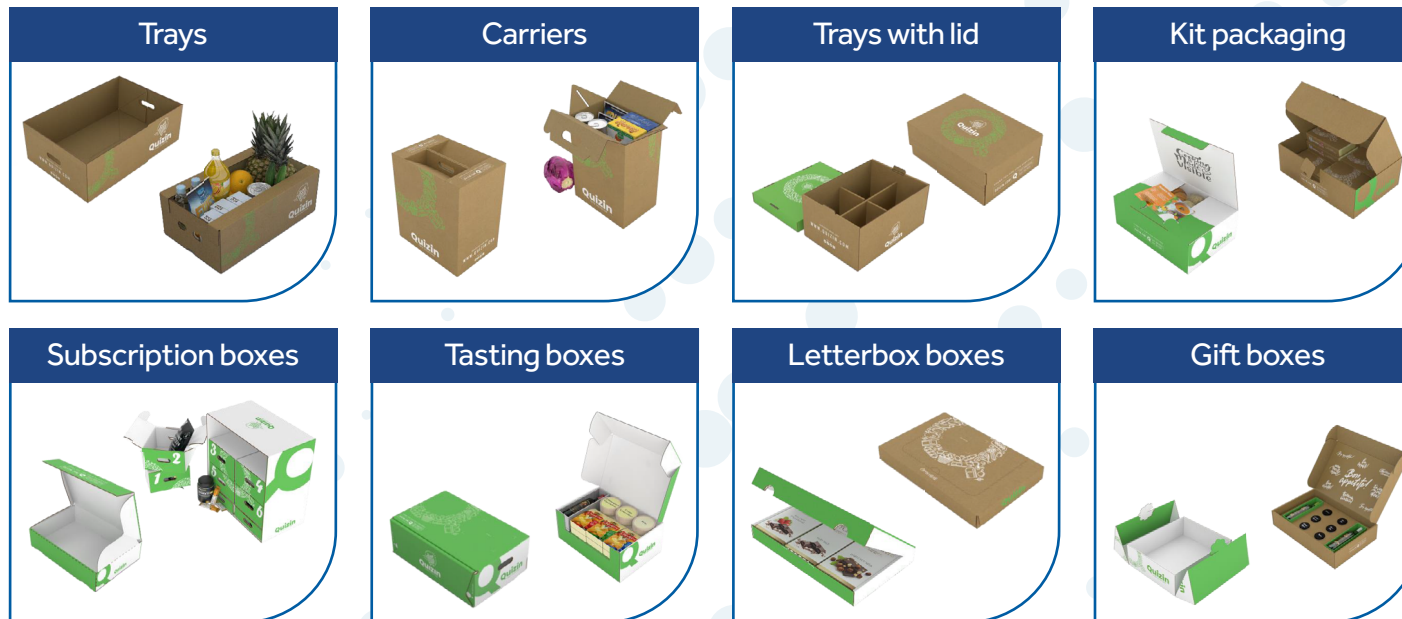
The demand for ecommerce meal kits and food delivery services rocketed during the pandemic and, as consumers established new habits, the trend appears to be here to stay.

Our range of sustainable, innovative food delivery packaging features eight different solutions, taking into account the vast range of product categories and delivery models available.

From food trays and tasting boxes to meal kit and subscription packaging, each solution keeps the food fresh, protected and delivered in great condition to the customer.

All our designs can be customised to meet your exact specifications and branding requirements.

You deliver... we deliver.



Did you know? Must-know facts from the world of POP.

Value own-label groceries saw a 35.8% year-on-year sales growth in February 2023.

(Kantar)

51% of responding convenience stores said they felt concerned the current economic climate would increase consumption of cheap, illicit cigarettes this year.

(Philip Morris Limited)

Consumers spent €2.3m more on vegetables year-on-year in February 2023. Volumes of cucumbers and tomatoes fell significantly by 17.2% and 8.9% respectively year-on-year, with these two products most impacted by shortages.

(Kantar)