

Newsletter

May 2021



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



display

A part of the Smurfit Kappa Group



Summer's coming...

As we look forward to lighter and brighter times, the (fingers crossed) warmer weather will hopefully signal a shift in mood as we continue to navigate our way through – and ultimately out of – the pandemic.

At Display - A part of the Smurfit Kappa Group, light and bright are what we do. Packaging that's easy to transport while remaining ultra sturdy and robust. Displays that are eye-catching, colourful and creative, channelling brands and bringing them to life in store.

Talk to us today about how we can help with your packaging and display requirements.

[Contact us](#)



Industry news

Five-star recognition for UN initiative

Display has become the very first FTSE 100 company to receive a five-star rating from Support the Goals for our work in supporting the UN's Sustainable Development Goals (SDGs). These are a global call for action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

Support the Goals rates and recognises businesses that support the SDGs to work towards a more sustainable future. A five-star rating is only awarded to companies actively involving their suppliers in their efforts towards reaching these goals. Having our work in this area recognised, further cements our position as a world leader in sustainable practices.

Group CEO Tony Smurfit said: "We are delighted to be recognised for our leadership position as the first FTSE 100 company to receive a five-star rating. Our ambition is to be the most sustainable company in paper-based packaging and we continue to play our part to support and contribute to the UN's 2030 SDGs."



[Find out more](#)

Success story

Going with our gut...

Inform Nutrition Ireland Ltd is Ireland's leading manufacturer of animal nutritional products for cattle, calves, sheep, pigs, poultry and horses. They needed a sturdy display for their Calf Health - Gut Health and Immunity range, robust enough to support the large products but without compromise on aesthetic appeal. We created just that: one with clear designs, graphics and branding, with strong wide shelves to hold the big - and sometimes heavy - products.

"We were delighted with the service from Display," says Marketing Manager Rebecca O'Driscoll. "The project was a fast turnaround with the Christmas break in the middle. The team guided us through the process, providing excellent technical advice and cost-saving ideas. The finished result is getting excellent response in-store from store managers and customers alike."



[Find out more](#)



Trends and Insight Retail Monitor

With restrictions and lockdowns continuing and uncertainty remaining, how has Irish retail fared? After a relatively good month in December, the industry was thrown once more into crisis by the reimposition of restrictive measures.

Retail Ireland Ibec's report Retail Monitor takes a look at the key retail, consumer and financial trends.



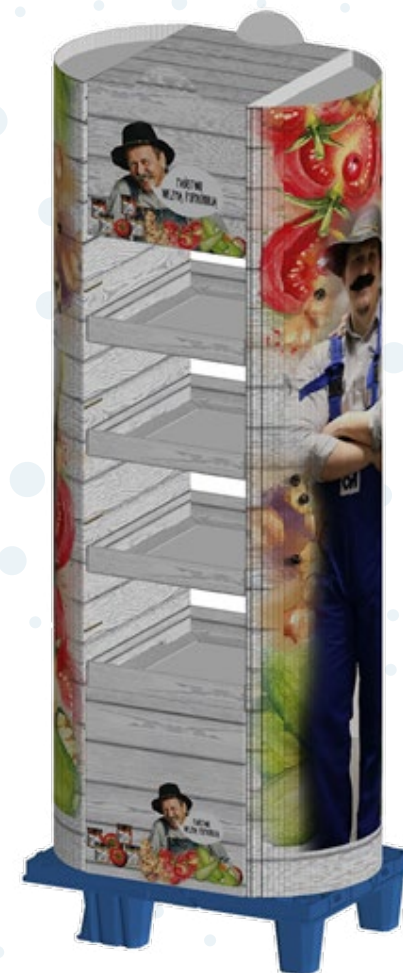
[Read the full report](#)

Design of the month A little extra spice

Polish company Wujek Wawrzyn brings together carefully selected vegetables and spices to create pastes for cooking, or to enjoy cold. When they asked us to design their display, we knew we needed an equally careful blend, getting the balance right between branding and shopability.

Our solution was an eye-catching display with unusually shaped sides, perfect to feature big, bold branding. The robust structure meant that the products could be easily displayed and was simple and straightforward to shop. A winning combination...

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

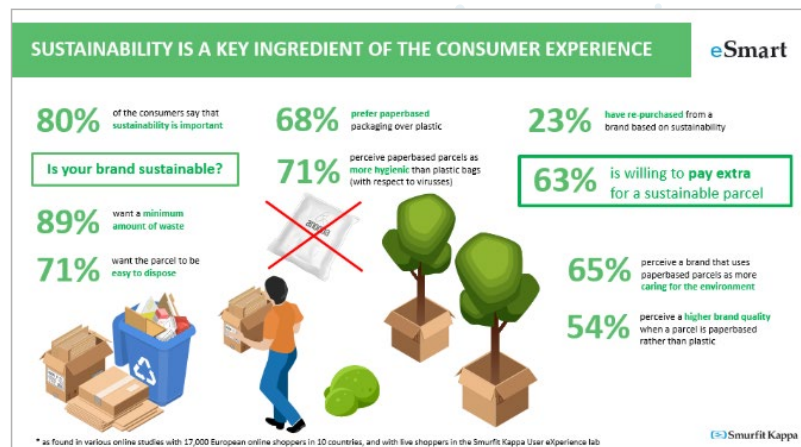




SK Ireland

Sustainability: the secret ingredient

Shoppers want sustainability - the figures speak for themselves. A massive 89% of consumers say they want a minimum amount of waste, 80% say sustainability is important and 71% want the parcel to be easy to dispose.



At Display, we take this very seriously, from sourcing raw materials to minimising operational impact and lowering the environmental footprint of our customers and consumers. We replace natural resources we need, use 75% recycled fibre in our products and reuse materials whenever possible. Plus we are constantly seeking new ways to improve material efficiency, innovation and reuse.

Shoppers speak, we listen...

[Find out more](#)

SK Community

Coming together as Display

Our sites in Corby, Wetherby and Dublin have joined forces to become Display - A part of the Smurfit Kappa Group. With the most cutting-edge technology and equipment, combined with expertise and industry knowhow, Display offers a highly flexible production capacity, offering the fastest lead times in the POS market.

Because together, we are stronger.

[Find out more](#)

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POP facts

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

ATM withdrawals were down 40% in the week up to 25 January when compared to January 2020.

(Retail Ireland)

During the first half of 2020, one week of lockdown cost the UK alone \$412 million in lost spending on snacks and non-alcoholic drinks.

(Kantar Worldpanel)

Total online expenditure amounted to €2.5 billion in December 2020, a decline of 7% on the previous month. However, this still represents a 21% year-on-year increase.

(Retail Ireland)