

Newsletter

May 2022



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www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Changing days...

Variety is the spice of life, as the saying goes. And here at Display, we love the fact that no two days are the same. One day we're working on a sustainable packaging solution to give a fabulous unboxing experience to recipients.

Another day we're looking at how to give a display real in-store standout. Sometimes we're looking at how to make branding pop. Other times it's about getting the right message across.

We love what we do, every day. And we'd love to work with you... whatever it is you're looking for.

[Contact us](#)



Success Story

All smiles...

When GSK was looking to launch its new Sensodyne Nourish toothpaste range, it was important for them to reflect the sustainability credentials of the product in the point-of-sale materials.

We worked together to come up with an eye-catching solution, making sure to use FSC certified board and fully recyclable POSM.

To make sure we were communicating the sustainability credentials to store staff and shoppers in-store, we included waste management icons on the display.

Clodagh Hennessy, Customer Marketing Manager – Oral Health, GSK says: "We are so pleased that Display managed to design the entire suite of plastic-free POSM for this launch and we feel it will go a long way in attempting to demonstrate GSK's sustainability leadership in the oral health category."

[Find out more](#)



Industry News

Flower power!

An increasing trend for sending flowers as gifts via eCommerce channels means there's also been an increasing demand for strong, sustainable branded packaging solutions.

At Display, we're extremely proud of our innovative eFlower portfolio, with nine beautiful packaging solutions for shipping delicate products like bouquets and potted plants.

The WOW Bloom Box creates an exciting, memorable unboxing experience for the recipient, giving increased brand exposure to our customers.

The Letterboxable is, as the name suggests, a flower box that fits easily through a letterbox, facilitating a fast and convenient delivery process.

Meanwhile, 'Horticultural', a city garden in Rome which developed an eCommerce channel for its flowers and plants during lockdown, has been using our eFlower Gift Pack to ensure even its most fragile products reach their customers in perfect condition.

Owner Marine Schneider said: "We realised that the plants often arrived at their destination damaged with the soil overturned. Smurfit Kappa found the right answer and designed the packaging that best suits our needs – versatile, functional and, above all, protective to guarantee delivery without surprises."



We have also collaborated with UK supermarket chain Waitrose to set up the packaging lines for its online specialist shops which provide flowers, wine and pet products.

Commenting on the new portfolio, Arco Berkenbosch, Vice President of Innovation and Development at Smurfit Kappa, said: "Flowers are becoming less event driven and more of a day-to-day treat. Our new eFlower product range offers exciting, innovative and sustainable packaging solutions that can be tailored to the specific needs of our customers. The portfolio provides full protection for the flowers and plants and a delightful unboxing experience for the recipient."

[Find out more](#)



Trends and Insight

The subscription model

How can brands harness the power of the subscription model effectively to drive repeat purchases? This report from Retail Week Connect for HSO also explores the best social media channels for driving engagement, and the importance of tapping into consumer demand for ethics and sustainability.



[Read the full report](#)

Design of the Month

Our good health...

As we grow ever-more health conscious, many of us are incorporating more fresh fruit and veg into our diets. But with time constraints and busy lives making it hard to get to the shops or market every day, we're increasingly turning to home delivery.

Our client, La Caja Saludable had started a service delivering boxes of selected fruit and veg, with the freshness of its products guaranteed. And they asked us to come up with a practical, robust solution for delivery.

We created a special box with a hinge lid for quick, easy assembly. Recyclable and biodegradable, it also features configurable dividers inside to allow the products to stay separated.

That really is fresh thinking...



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





SK Ireland

Double donations for Ukraine

Good design connects people with products. Great design connects people with people. We want to show our support for the people of Ukraine, so we're doubling all your donations.

Show your support, click or scan the QR code and stay creative

**GOOD DESIGN CONNECTS PEOPLE WITH PRODUCTS
BUT ABOVE ALL PEOPLE WITH PEOPLE**

DID YOU KNOW SMURFIT KAPPA IS DOUBLING THE DONATIONS FOR UKRAINE?



Did you know?

Must-know facts from the world of POP.

Footfall rose across all UK retail destinations by 8% week-on-week in the three days to 2 May.

(Springboard)

UK consumers spent more than £1.4bn on subscription boxes in 2020.

(Retail Week Connect)

87% of households reported an increase in the cost of living over late March.

(ONS)