

# Newsletter

May 2023



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[www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)



**display**

A part of the Smurfit Kappa Group



## Shifting landscapes...

As our headlines change from one day to the next, it's clear that we live in an unpredictable world. But unpredictability isn't always a bad thing. While shoppers and consumers like brands to be consistent in their quality, that doesn't mean there's no room for change.

Whether you'd like to try some different packaging for your products, explore new ways with ecommerce, look into how to be more sustainable or make more of a mark in store... we're here to help. Sometimes it's about baby steps, gently working out the best way forward. Other times call for a step change, looking at every aspect of your display and packaging.

Talk to us today to find out how we can help...

[Contact us](#)



## Industry News

# New eShop launched in Germany

Customers in Germany can now order Smurfit Kappa products directly, alongside new features such as advanced filtering, linked products and wishlists – thanks to our new pilot eShop which has recently gone live there.

The eShop provides a standard global approach to e-shopping: ultimately, the core service will be consistent for each country, with customisable options to suit the local area.

The eShop was created by the Global IS Portfolio team, a fantastic example of great teamwork.

The pilot was designed with the input of several countries who joined a Business Decision Board, enabling us to establish an e-Shop Community of Practice.

Global IS Portfolio is a new department at Smurfit Kappa which was established to assess digital demand and resource planning.

Salvatore Lo Bartolo, Director of Global IS Portfolio said: “Congratulations to everyone who has helped get this project to the pilot stage. This e-shop is a positive example of the work of the team and we’re excited about what it will offer our customers.”

Menu Smurfit Kappa

Offizieller Onlineshop von Smurfit Kappa

## Verpackungen Einfach Online Kaufen

ZU UNSEREN VERPACKUNGEN

Finden Sie Ihre passenden Kartons und Schachteln:

Geben Sie hier das Maß Ihrer benötigten Kartons und Schachteln ein und lassen Sie sich eine erste Auswahl anzeigen:

Länge  mm

Breite  mm

Höhe  mm

GRÖSSE FINDEN

Thermobox | Kühlbox  
334x234x218mm  
ab 4,58 € / Stück

Faltkarton 2-wellig | Außenmaß: 600 x 400 x...  
590x390x280mm  
ab 1,95 € / Stück

Versandtasche DIN A4  
330x234mm  
ab 0,53 € / Stück

Find out more





## Trends and Insight

# Evaluating the payment landscape

As the retail payments landscape continues to evolve, we are seeing a decline in cash transactions and increased reliance on debit cards, credit cards, contactless payments and smartphones.

The PayPal eCommerce Index surveyed 2,012 UK customers aged 18-75 to discover how consumers want to pay online, drivers and barriers to spend and the trends brands and retailers should be investing in.

[Read the full report](#)





## Design of the Month

### Gifts and goals...

Our specially designed gift pack was perfect for football lovers with good taste during the Qatar 2022 World Cup. The football-branded carry case opened out to reveal its inner treasure... two bottles of Żubrówka (Bison Grass Vodka) and a bottle of R Jelinek Moravska Svestka (plum brandy).

The inner case also featured a World Cup chart for fans to enter the details of group winners, semi final games and of course, the big final.

A great gift that really got into the spirit of the beautiful game...



View more inspiring  
in-store POP...



SK Ireland

## Coming soon... Paper Pallet Wrap

We're currently trialling a brand-new feature, a Paper Pallet Wrap, which is designed to replace traditional plastic stretch wrap.

With high-tensile strength, tear resistance and 100% virgin long fibres, it's an exciting development in our drive for plastic-free pallets.

Watch this space for more news...

## Did you know?

Must-know facts from the world of POP.

74% of adults experienced some shortages of food or groceries in-store or online recently.

(IGD)

Debit card payments, PayPal and direct debit constituted the most popular online payment choices last year.

(PayPal)

Irish consumers spent €10.8 million more on Easter eggs and seasonal chocolate over the latest four-week period compared to the same time last year.

(Kantar)

