

Newsletter

November 2023



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www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Perfecting the in-store and ecommerce experience

Seasonal shopping is in full swing, which means Christmas consumers are going online and in-store to stock up on their presents and other festive items.

Brands and retailers must have a careful eye on all their shopping platforms. In-store, shoppers want clean, eye-catching and easily shoppable displays. Meanwhile, ecommerce customers want their items delivered in robust-but-attractive packaging that keeps their items protected and safe in transit.

At Smurfit Kappa, we can help with all your display and packaging solutions. Talk to us today to find out more.

[Contact us](#)



Industry News

Expanding our Smurfit Kappa family

As part of our continued expansion in north-east Europe, Smurfit Kappa Poland has acquired Asterias, one of the largest printing houses in southern Poland. Its team of experts provides a wide range of services in offset printing and the production of corrugated and solid cardboard packaging.

Its comprehensive portfolio of innovative packaging solutions includes graphic design, prototyping, printing, and laminating. The plant is equipped with modern machinery, specialising in the production of premium packaging using advanced decoration technologies ranging from water-based varnishing, hot-stamping, cold embossing and UV varnishing.

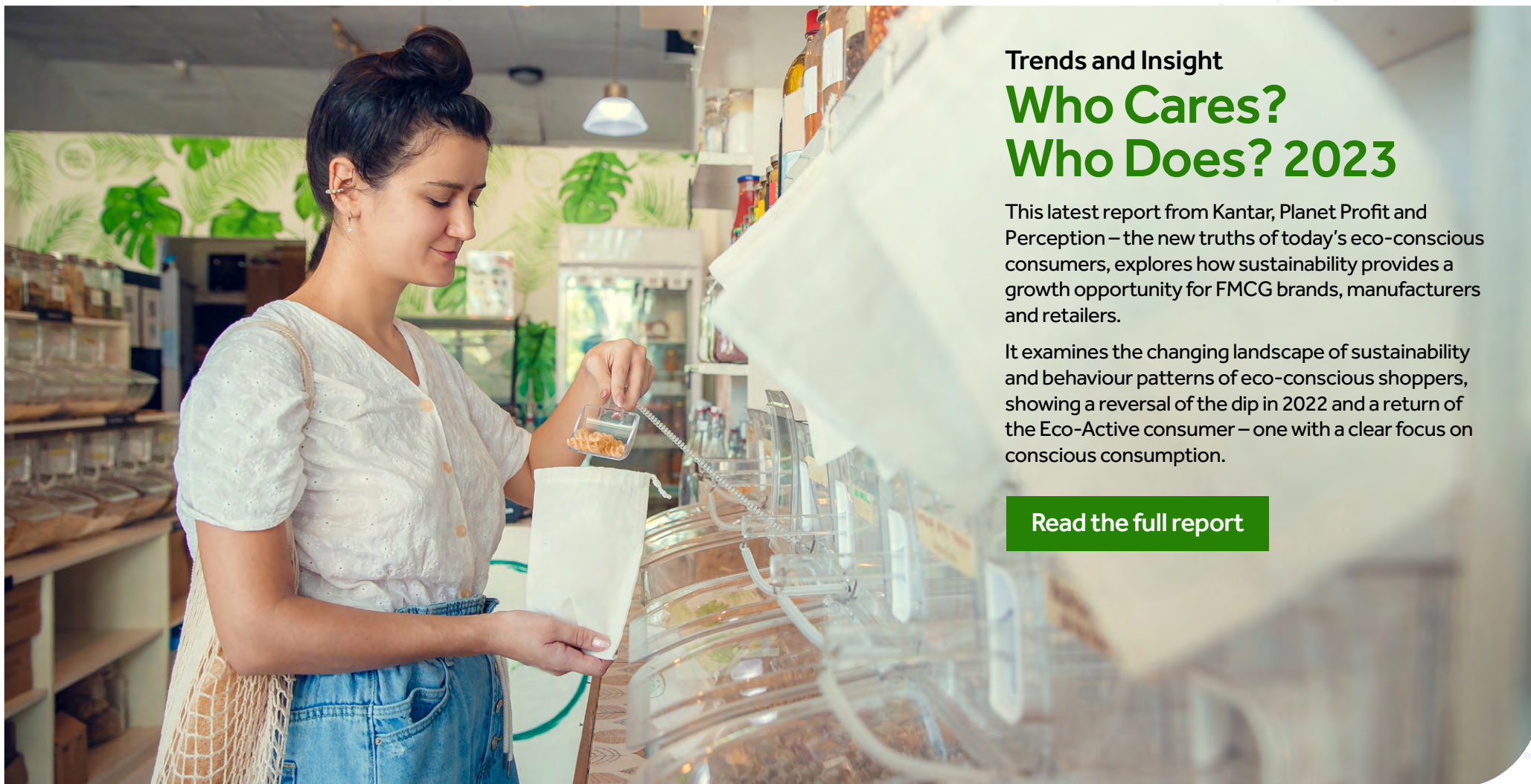
This acquisition is part of our strategic goal to provide the most innovative and sustainable packaging solutions to our customers.

"I'm delighted that a team of more than 100 professionals has joined our Smurfit Kappa family. This acquisition will open up new market opportunities for us, making Smurfit Kappa Poland's offering more attractive while bringing many synergies in operations and procurement," said Jacek Niewęglowski, CEO North East Europe.

"Asterias' offering is an excellent addition to our portfolio of packaging solutions. Its specialised equipment will enable us to continue to pursue our strategic goal of being the supplier of choice to our customers, providing them with the most innovative and sustainable packaging solutions," said Edwin Goffard, COO Corrugated Europe.



[Find out more...](#)



Trends and Insight

Who Cares? Who Does? 2023

This latest report from Kantar, Planet Profit and Perception – the new truths of today's eco-conscious consumers, explores how sustainability provides a growth opportunity for FMCG brands, manufacturers and retailers.

It examines the changing landscape of sustainability and behaviour patterns of eco-conscious shoppers, showing a reversal of the dip in 2022 and a return of the Eco-Active consumer – one with a clear focus on conscious consumption.

[Read the full report](#)



Design of the Month The wheel deal

Urban Native wanted their T9 Ultraweight Electric Scooter to arrive in pristine condition and turned to us to find the perfect packaging solution.

We created a special box, complete with inside conditioners to block the scooter and wheel during transit and protect sensitive elements. Plus, we designed a neat storage box for documents, tools and charger.

This clever piece of reusable, multi-piece packaging meets all the requirements for weight, measurement, protection and logistics, getting the scooters from A to B safely and securely.

When it comes to packaging... we really do have a handle on the best solution.



View more inspiring
in-store POP...

Did you know?

Must-know facts from the world of POP.

Shoppers are prioritising grocery savings, in order to spend more over the Christmas period, with lower-than-expected supermarket sales growth.

(NIQ)

Eco Actives account for \$456bn in spending globally.

(Kantar)

Only 38% of Irish people feel brands and companies are in touch with their family life and needs and more than half believe brands should help to normalise non-traditional family structures.

(Folk Wunderman Thompson)

