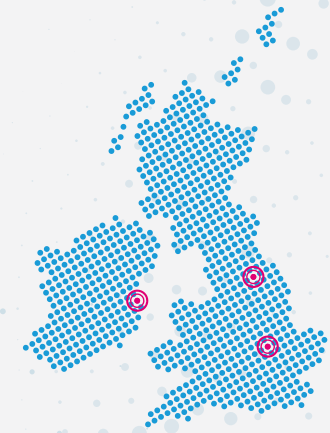


# Newsletter

November 2022



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Find out more:  
Discover our full display offering at;  
[www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)



display

A part of the Smurfit Kappa Group



## Pushing boundaries

At Display, we like to think big. Not always necessarily in dimensions (although we can!) but in terms of possibilities and opportunities.

To think... how could we make this solution more sustainable? How could we make the process simpler, the end result more robust, make the branding pop just that little bit more?

Sometimes less is more. And sometimes more is more. But we'll always look at how we can squeeze every last drop out of our creative solutions, so they work harder and smarter than ever before.

[Contact us](#)



## Industry News

# A new way for wine...

Our new innovative and sustainable packaging solution has been created specifically for wine, as businesses in the sector continue to enjoy growth in eCommerce sales.

The new solution holds Amazon's 'Frustration-Free Packaging' (FFP) certification, a world first for a generic packaging solution that caters for different case counts and wine bottle types. This means it meets Amazon's strict set of packaging guidelines.

The tiered-packaging programme was introduced to reduce over-packing, improve the consumer experience and enhance sustainability. FFP certification is the top grade, giving an indication of enhanced recyclability and accessibility of parcels.

Vice President of Innovation and Development Arco Berkenbosch said: "We are delighted to partner with Amazon to deliver another pre-certified Frustration-Free packaging solution. We have used our 15+ years of eCommerce experience to design this solution for the direct-to-consumer wine sector which is continuing to grow at a phenomenal pace.

**"Our 100% recyclable new pack will enable businesses selling wine through Amazon Marketplace to get their products to the end consumer quicker."**



[Find out more](#)



## Success Story

# Waking the Kraken...

Kraken Black Spiced Rum is relatively new to the Irish market.

Our client wanted us to create dynamic, interactive and innovative point-of-sale marketing collateral for a Tesco Summer Feature.

Working with Altavia HRG we brought the Kraken — a mysterious deep-sea creature — to life using paper-based materials to create a 3D interactive display that we knew would captivate shoppers.

The Theme was Freaky Tikki and It went far above and beyond generic POS, an original display which fittingly brought the legend of the Kraken to customers this summer.



[Find out more](#)



## Trends and Insight

### Affordable food for all

In its latest survey **Affordable food for all: how supermarkets can help in the cost of living crisis**, Which? explores how rising food prices are having an impact on consumer choices and purchasing decisions.

It sets out a ten-point plan of specific steps which supermarkets can take to help consumers, including clear, fair and transparent pricing, access to affordable ranges and promotions tailored to support those most in need.



[Read the full report](#)

## Design of the Month

### Reaching for the moon...

We believe everything is possible, so why not reach for the moon... or even jump over it?!

In our special exhibition piece for NS Bikes, Smurfit Kappa Polska encouraged just that, with a clever corrugated cardboard display depicting the fiercely robust nature of their bikes, and those that ride them.

The piece was even nominated for an Art of Packaging Award, which celebrates innovation, creativity and competitiveness.

And of course, we were over the moon to be nominated...

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





SK Ireland

## The power of the prototype...

Prototyping should never be underestimated. Getting a true picture, early and often, of what the customer is looking for means we're all working on the same page. We have the same interpretation of the brief and we're all aligned with the creative implementation.

It can also open up new opportunities and possibilities. Bring confidence that this will work. Show how we can use different materials and design treatments to bring the concept to life.

It's quick, it's easy... but it's one of the most important parts of a design process.

It takes 1 sheet of board, artios drawing, a plotter table and 10 minutes to make a cool prototype...



The power of **prototyping** with the customer, early and often

1. The power of customer alignment around the single interpretation of the idea
2. The power of co-creation of customer stakeholders with different backgrounds
3. The power of the shiny tangible object to excite the customer
4. The power of creating customer confidence, faith in the value of the idea

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

**59% of UK consumers believe they will have less money overall to spend during the 2022 Christmas period.**

*(Deloitte)*

**46% of consumers say they are finding eating healthier more difficult due to the cost of living crisis.**

*(Which?)*

**11% of UK consumer intend to purchase Christmas gifts either secondhand or through reselling platforms, while 8% plan to buy none at all.**

*(Deloitte)*