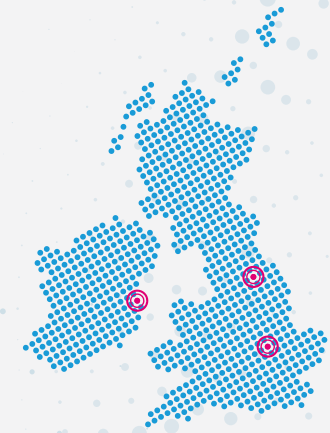


Newsletter

October 2021



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Find out more:
Discover our full display offering at;
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



For all seasons...

It's the time of year when change is all around. We are surrounded by colour, from the golds and yellow of the leaves to the orange of pumpkins and bonfires. By contrast, the days are growing darker earlier.

Retailers and brands can be inspired by these seasonal events and natural phenomena. Riotous colour with muted contrast can bring balance in-store, offering bold visuals to disrupt shoppers, tempered with tasteful undertones.

At Display, we can help you harness the power of the season through our creative, eye-catching displays and innovative packaging.

Contact us



Industry news

World CleanUp Day

World CleanUp Day is the perfect time to think about what we can do better for our planet. At Display, we supported the occasion in 2021 across our sites by looking at five ways to reduce waste.

This was part of living by our sustainability promise outside of work to have a positive impact on our local environments and communities.

They are:

- **Smart buying:** only buying what you need in terms of clothes and groceries.
- **Plan ahead:** simple things like taking a water bottle out with you, or remembering your reusable shopping bags can all help.
- **Increase the useful life of materials:** looking at using the four Rs of reduce, reuse, recycle and recover at home.
- **Set an example:** be a positive role model by adopting simple behaviours like using up what you have at home before replacing it, and avoiding trends in fashion and electronics.
- **Recycle:** making sure that you're recycling properly. A small but very significant step in helping our planet.

Find out more

Smurfit Kappa | supporting

FIVE WAYS to reduce waste

- ### SMART BUYING

One of the simplest ways to reduce solid waste is by only buying what you really need. For example, clothes or groceries. It only requires a bit of planning so that at the grocery store you only buy what you need for your menus.
- ### PLAN AHEAD

Did you know that by planning ahead you can actually save money and of course, reduce waste?

 - Cook the portions you will consume. If you have leftovers save them for future use.
 - If you are going out, fill a water bottle and carry it with you, refill.
 - Take your reusable shopping bags with you, these habits will reduce the mismanagement of solid waste, while saving money.
- ### INCREASE THE USEFUL LIFE OF MATERIALS

There are many articles that can be reused one or several times, and this will obviously help reduce waste. For example, tin and glass can be reused to store homemade jams, sauces or mayonnaise. Plastic bottles can be turned into watering bottles or seed growers, magazines, boxes and newspapers can be used for arts and crafts, and with the latter you can even wrap your avocados to help them ripen quicker! By reusing you will help to reduce energy and water consumption, besides reducing all of the raw materials required for their manufacture. The four r's routine can start at home: Reduce, Reuse, Recycle and Recover.
- ### SET AN EXAMPLE

You can be a positive role model by just taking on a couple of simple behaviours. For example, carry your own reusable grocery bags, use up what you have at home before replacing it, try to avoid trends in fashion, electronics, and others and only buy what you actually want and will continue wanting in a year or two.
- ### RECYCLE

It may seem obvious, but are you recycling properly? Do you talk about this with friends and family? Do you help teach others how to recycle? Recycling is your small but significant way to make this a Better Planet for us all.

| Green | Black | White |
|---|---|--|
| Organic waste: | Non-recyclable waste: | Recyclable waste: |
| <ul style="list-style-type: none"> Food waste Lawnmower Garden pruning | <ul style="list-style-type: none"> Toilet paper Diapers Papers and cardboard contaminated with food Metallic papers | <ul style="list-style-type: none"> Plastic Glass Metals Paper Cardboard |



Trends and Insight

Me, my life, my wallet

While the pandemic has influenced and changed certain behaviours, such as an increased focus on personal wellbeing and safety, others remain unchanged. The Me, my life, my wallet report from KPMG features insights from 18,000 consumers across 16 counties, regions and jurisdictions, including 829 respondents from Ireland.

The report highlights how Irish customer behaviours and choices have been impacted by the pandemic.



[Read the full report](#)

Design of the month

Sharp thinking

The back-to-school market can be somewhat crowded as brands and retailers vie for attention. So we decided to put our creative skills to the test and come up with a design which was best in class.

Our brightly coloured pencil-shaped display drew the attention of shoppers, acting as the perfect way to merchandise and shop essential stationery.

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





SK Ireland

The benefits of paper packaging

Paper packaging is the natural choice for minimising environmental impact, offering an effective and sustainable packaging solution. Its key raw material, wood fibre, is a renewable resource and is the most recycled of all packaging materials.

Thanks to its strong recyclable properties, it also helps consumers play their part by allowing responsible disposal and maximum recycling.



[Find out more](#)

Did you know?

Must-know facts from the world of POP.

56% of online shoppers actually want a slower purchase journey.

(Loquate)

84.5% of shoppers make at least one purchase from their mobile device a month.

(BigCommerce/PayPal)

92% of Irish consumers want companies to protect their data without having to ask and 93% would never want their data sold to others.

(KPMG)