

Newsletter

October 2022



 **Click to read**

Find out more:

Discover our full display offering at;
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



It's a wrap

This season is all about wrapping up. Finding scarves and hats and gloves to keep us warm and snug as the cold weather kicks in. Keeping us dry and protected against the elements.

And did you know we can do the same for your products? Find just the right protective packaging to keep them safe in transit, arriving with your shoppers in perfect condition.

Talk to us today about how we can help keep your products safely wrapped this winter...

[Contact us](#)



Industry News

Supporting Sustainable Development Goals

To mark the seven-year anniversary of the launch of the United Nations Sustainable Development Goals (UN SDGs), and to demonstrate our support for its 2030 Agenda for Sustainable Development, we are flying an SDG flag outside our Group HQ in Dublin.

Smurfit Kappa is a proud signatory of the UN Global Compact, a global platform which proactively networks and engages in areas of human rights, labour, the environment, and anti-corruption.

We have joined the UN Global Compact Network UK, and our flag also supports its 2022 SDG Flag campaign and champions climate action, gender equality, biodiversity, and fair work.

Our ambitious sustainability targets within our Better Planet 2050 commitment are aligned with the UN 2030 Sustainable Development Goals. We believe this focus on sustainability will help us make the greatest positive impact on our planet and our people.



[Find out more](#)



Success Story

Voltarol Launch '22

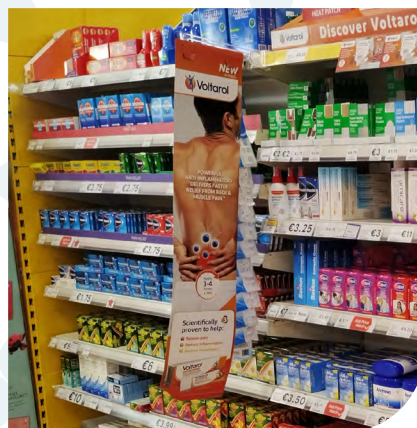
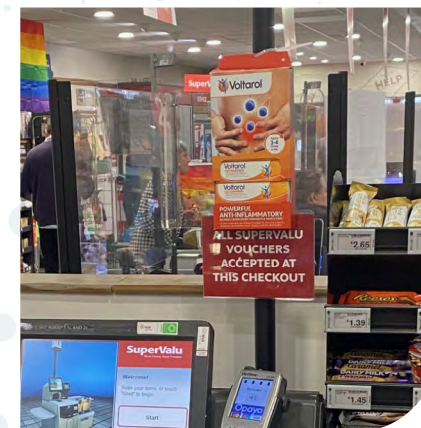
We were asked by Haleon to create a range of POS for Voltarol in pharmacy and grocery.

It was the company's biggest launch in recent history to explain the benefits of Voltarol to the shoppers. In addition we helped them with their internal launch of the campaign.

And it was all very well received by our client. Our feedback from Luke Hynes (Haleon) was:

"I wanted to thank you and the team for the super turnaround for the Voltarol launch – feedback was phenomenal. Excellent work all around so everyone should be proud of themselves."

Well done to all involved on this fantastic project!



[Find out more](#)



Trends and Insight

Next Generation Retail

KPMG's survey of Irish consumers explores how the pandemic accelerated existing trends across retail. In particular, the move to online, which has in many cases become a permanent shift for consumers.

It highlights what the next generation of shopper will be demanding, and how retailers can rise to meet these challenges.



[Read the full report](#)

Design of the Month

Clever cardboard...

How do you protect a bottle using only cardboard?
You ask Display to get on the case.

We replaced all plastic protectors with a single and highly flexible corrugated card solution. The packaging adjusts to the pressure from different bottles, so can intuitively adapt to protect the product.

The device stabilises the bottle inside the box, as well as adding a layer of protection by creating air pockets around it. It's a simple, cost-effective solution that can be used alone or in pairs for extra protection.

We told you it was clever...



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



SK Ireland

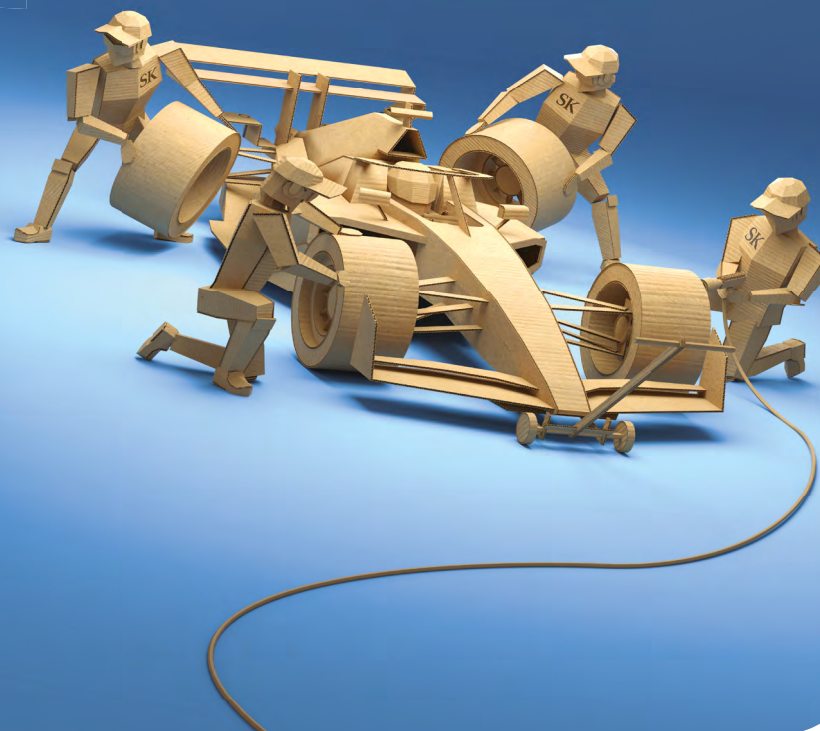
DESIGN2MARKET

launch your packaging
with confidence

Design2Market is a seamless, end-to-end process to take your packaging solution from the initial design to the final launch, quickly and effectively.

Our dedicated team of experts include designers, engineers and marketers. Plus, we have sophisticated test facilities such as pilot production, an industry-leading ISTA packaging performance lab and access to extensive benchmark data.

It's a great way to develop, test, refine and adapt your packaging, helping you confidently take it to market ahead of your competitors.



Did you know?

Must-know facts from the world of POP.

24% of people in Ireland started their Christmas shopping in October

(Talon Ireland/Spark Market Research)

Irish consumers rank cost as their highest concern when buying food, with 63% saying it is their biggest consideration

(European Food Safety Authority)

48% of Irish consumers aged 18-34 expect brands to be on social media

(KPMG)

