

Newsletter

September 2021



 **Click to read**

Find out more:

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



display

A part of the Smurfit Kappa Group



Finding balance



When it comes to displays and packaging, what do consumers want? As shoppers in-store, they want displays that grab their attention, that clearly communicate offers and product information, that are easy to shop. Interesting, creative, interactive display.

As end-users, they want packaging that's protective, that's made from sustainable materials that are easy to recycle or reuse.

Retailers and brands need to find the right balance. Functionality is clearly essential. But so is creativity. And sustainability must shine.

At Display, we come up with innovative bespoke solutions that combine practicality with ingenuity... and always with a focus on sustainability.

[Contact us](#)



Industry news

Investing in Mexico

Our corrugated plant in Culiacan, north-west Mexico, is set to expand and modernise, thanks to a planned \$22 million investment. We're committed to expanding our capacity, capabilities and product offerings for local customers in the fresh produce segment, and our investment will enable this.

We'll be installing new state-of-the-art machinery, as well as constructing a new 10,900m² building which will include a new corrugator and an automatic Rotary Die Cutter (RDC) that will be fully operational by the end of 2021.

The facility will produce corrugated boxes made with a moisture barrier that helps resist condensation. These new offerings will also result in more sustainable operations at the facility.

Commenting on the announcement, **Jorge Angel**, CEO of Smurfit Kappa Mexico, said: "Our Culiacan plant has for a long time been a significant employer in the region, and this will continue to be the case with this new investment, with a need for new operational and administrative roles, and the workforce at the plant expanding to over 300 employees."

[Find out more](#)





Trends and Insight

Global Sustainability Insights

Sustainability continues to be a key shopper demand. Research from Bord Bia, conducted worldwide to understand global sustainability demands around food and drink, suggests it is becoming increasingly important both for trade buyers and grocery shoppers.

Its insights are clear that sustainable packaging and reducing food waste are the sustainability benefits that consumers are demanding most.



[Read the full report](#)

Design of the month

Quaker's one-pot stop...

Quaker Oats are known for helping people start their day with a hearty and healthy breakfast. And when they launched their new range of individual pots, they wanted a display that reflected their products. One that looked good and was robust and strong.

Our floor display delivered just that. With four generous shelves and a clean, neat finish it's eye-catching in-store, easy to shop and simple to remerchandise.

It's oat-so-simple when you know how...



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



SK Ireland

Protect your product... and the planet

Sustainable practices don't have to be at the expense of your product. And they can help to enhance your reputation as a responsible producer.

A great example of this is our paper-based buffers. They are fully renewable, recyclable and biodegradable, the perfect replacement for polystyrene buffers. Plus, they can be customised to fit specific products. Keeping them protected, boosting your sustainability credentials... and being kind to the planet in the process.



[Find out more](#)

POP facts

Did you know?

Must-know facts from the world of POP.

The market share of online grocery fell to 12.2% in September 2021 – the lowest level since May 2020.
(Kantar)

61% of grocery shoppers globally say it will become more important to them to buy more sustainably produced products in the next three years.
(Bord Bia)

65% of consumers don't think there are enough plastic-free options on offer for the products they buy.
(Toluna)

