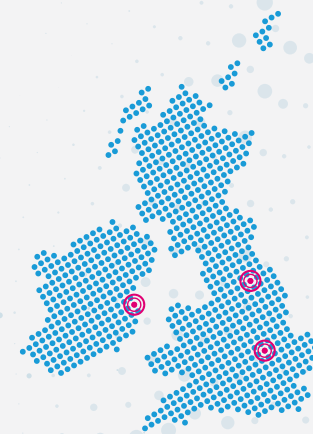


Newsletter

September 2022



▶ Click to read

Find out more:

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



display

A part of the Smurfit Kappa Group



In-between days

As the chaos of summer and back-to-school recedes, and before the rush of Halloween and Christmas approaches, September is a good time for calm.

It's also a good time for thinking ahead. For well-organised brands and retailers, who already have their strategies mapped out for the remaining months of the year, to look even further. What's on the agenda for future campaigns? Sustainability? New display? Moving into ecommerce?

Whatever your next — and next, and next — steps, we're with you all the way. We can help you find new, innovative sustainable solutions. Find the right packaging to surprise and delight your customers. Explore what display types would attract even more customers.

Talk to us today about your plans, and find out how we can help you deliver them.

[Contact us](#)



Industry News

Sustainable packaging on the list for shoppers

Sustainable packaging is a major consideration for consumers, according to the second annual Drapers' Sustainability and the Consumer 2022 report, in partnership with Smurfit Kappa.

Fashion consumers seek both sustainable products and packaging, with 77% saying they seriously consider the sustainability of their packaging when making purchases.

65% of respondents declared their packaging being recycled is important, while 42% said the use of recycled content is important. A further 49% stated the use of a small amount of packaging is important to them.

Meanwhile, 'greenwashing' from brands has decreased trust, with 71% saying they don't always trust brands' claims of sustainability. The research clearly shows that anything retailers can do to substantiate and clarify their sustainability claims is likely to improve consumer confidence and understanding.

Eddie Fellows, our CEO in UK and Ireland, commented: "This year's Drapers' report once again highlights the importance of sustainable packaging for both the retailer and the end consumer. Packaging is a visible and tangible signal of a brand's commitment to sustainability. By switching from an unsustainable packaging material to a sustainable packaging material, like for example paper, you are demonstrating an active commitment to become more sustainable.



[Find out more](#)

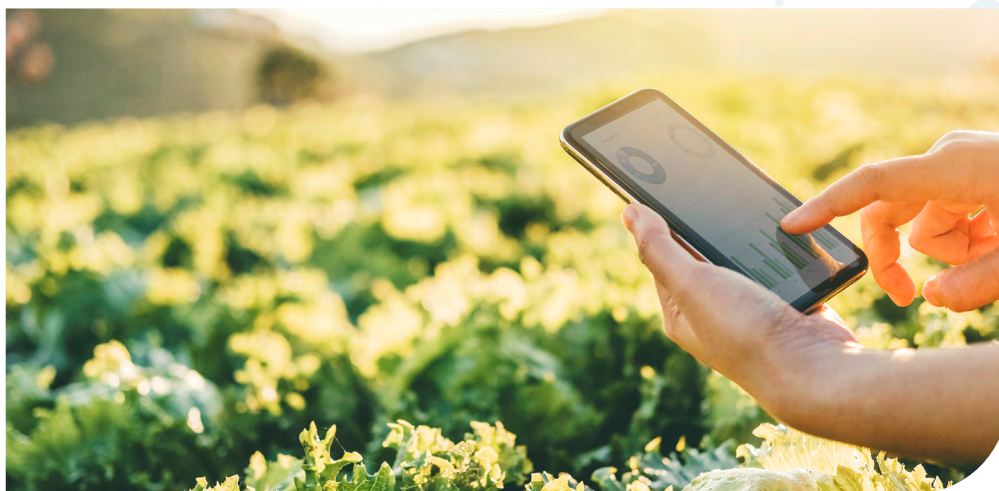


Trends and Insight

Food and Agribusiness: The Big SME Squeeze

In *ifac*'s fifth annual Food and Agribusiness report, they shine a spotlight on the Irish food and agribusiness sector, exploring economic issues and their impacts for business, especially SMEs.

According to the report, optimism levels are running low within the industry. It highlight ways businesses are being squeezed, including rising input costs, disrupted supply chains, recruitment and retention issues, impacts of Brexit and increasing interest rates.



[Read the full report](#)

Design of the Month

Making our case...

When our wine-producer client wanted a press kit for a world travel advertising campaign, we decided to take the phrase 'a case of wine' literally for our solution.

We created a sturdy cardboard 'suitcase', with flaps and a carrying handle. Easy to assemble, it combined the simplicity the client wanted with a strong travel aesthetic to reflect their campaign. The wine fitted snugly inside, easily showcased while remaining protected.

When it comes to wine packaging, we definitely know how to carry off a solution...



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





SK Ireland

Beauty in a box...

Our health and beauty portfolio has been specially created to offer a range of ecommerce packaging solutions for the industry.

With a strong focus on sustainability — an increasingly big demand from consumers — our range is designed for maximum product protection with 10 innovative and adaptable concepts.

All delivering a beautiful unboxing experience for customers...

Discover our eHealth&Beauty Portfolio and enable growth for your brand!

The 10 fascinating and innovative concepts ready and waiting for your brand. They can be adapted for your market needs, increase your productivity and boost the consumer experience.

Part of the eHealth&Beauty Portfolio

Smurfit Kappa

Packaging plays a role with some of the major trends in Health & Beauty

Free Return Fast Delivery Sustainability Personalisation Mobile Sales Direct Selling

Brands aim for branding, stock up & protection

Source: Euromonitor

Smurfit Kappa

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

75% of Irish food and agribusiness organisations say they are examining ways to cut costs while 65% are planning price increases

(ifac)

66% of shoppers would swap a branded product in their trolley if a private-label version was cheaper.

(Kantar)

57% of British consumers have been severely or moderately affected by the cost-of-living crisis so far, a figure which is expected to reach 76% in three months.

(NielsenIQ)