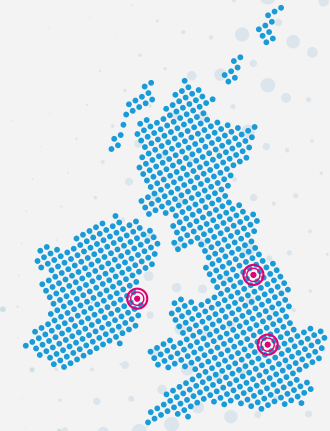


# Newsletter

June 2024



▶ Click to read

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



display

A part of the Smurfit Kappa Group



# Little extras...

The retail industry is a competitive one. Busy in-store environments mean displays must work extra hard to be seen and stand out. Shoppers expect packaging to be robust, practical, and sustainable. A beautiful 'unboxing' experience has become the expected norm for online purchases.

All of which means that brands and retailers often need some creative thinking to elevate themselves above the competition. To give some added value. Whether that's making packaging tamperproof, childproof or waterproof, boosting display with screens or making them more accessible and shoppable, or creating sustainable alternatives that offer equal or better benefits.

We know how shoppers think. Talk to us today about how the little extras can add up to a lot.

Contact us





## Industry Insights

# Retail is at the heart of every Irish community...

This report, from Retail Ireland/Ibec, explores how the retail sector supports and improves life nationwide, beyond the economic benefits of the jobs it creates.

Looking at retail in our post-Covid world, the report also highlights the role of retail in our communities, local economies and urban centres.

[Read the full report](#)





## Design of the Month

# Safe and sound...

Our Click-to-Lock detergent box is a paper-based, fully recyclable solution for storing washing pods and capsules safely away from little fingers, offering a more sustainable option than the previous plastic versions.

Moisture resistant, fully customisable and available in a range of sizes, it offers product protection and brand recognition while also deriving from renewable sources.

Now we've created a hand assembled version, too, which is used for smaller run requirements. Clever use of tabs and folding – no gluing here! – has recreated the same pack design, keeping products safely stored away from curious kids.

Sustainable, strong and super safe? That really is child's play for us.



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# Product OF THE Month

# Displays with LCD screens



## Features

- ✓ 16 MM Reboard Unit
- ✓ 7" LCD Screen
- ✓ Multibranded for product swap out
- ✓ Balanced unit with small footprint

Display Ireland  
Unit 17 Whitestown Drive, IDA Tallaght Business Park,  
Dublin 24, Ireland.

Tel: 01 452 4333 | Web: [www.smurfitkappadisplay.com](http://www.smurfitkappadisplay.com)

## Product of the Month

# Screen time...

Our displays with LCD screens are perfect for giving some added oomph in store and disrupting shoppers, encouraging them to pause... and purchase.

With a clean, neat footprint, large stockholding and multibranding for product swap out, the units are robust, eye-catching and designed specially for the retail environment.

**A display on a display... that really is worth a double take.**



paper | packaging | solutions



## Pop Watch

# Sign up to POP Watch...

Read the latest PopWatch

Subscribe to Pop Watch and the Newsletter



If you're not already signed up to receive our POP Watch, you can add your name to the list here.

This is our monthly snapshot of POS executions from UK and Irish retailers. We'll be adding speciality and seasonal market sections into coming editions too, giving you a good overview of what's in store.

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

92% of retailers plan to stop using plastic in their consumer packaging altogether, with paper and paperboard the replacement materials of choice.  
(Aquapak)

63% of shoppers say that a price-marked pack reassures them they're not being overcharged.  
(DCS)

300,000 people are currently employed in the Irish retail sector.  
(Retail Ireland/Ibec)