

Newsletter

August 2022



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display

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Changing faces



As the year moves on apace and we turn our thoughts to Back to school and beyond, events across the globe continue to unfold with unforeseen twists and turns. We really have been learning the meaning of the phrase 'expect the unexpected' of late. And while brands and retailers can plan for the regular dynamics of the retail calendar, they don't always know what's in store beyond the anticipated norms.

We've shown real resilience in recent years, rising to challenges that would have previously seemed insurmountable. And by continuing to be agile and adept, we can keep doing so.

Moving with the changing needs of the industry and the consumer, we can offer in-store experiences and ecommerce solutions that make brands sing and retailers shine. Whatever comes their way...

[Contact us](#)



Industry News

Heating homes in Nettingsdorf... our new sustainability promise

We're always looking for new ways to support the circular economy and find beneficial uses for our by-products. So we're delighted to announce that work is underway on a new project to supply heat to three local communities from our Nettingsdorf paper mill in Austria.

The project will provide heating for 20,000 homes, businesses and schools in Kremsdorf, Haid and Ansfelden, by capturing excess heat generated from the mill. The production process will also support the environment by generating up to 25 MW of heat that will help save approximately 21,000 tonnes of CO₂.

Günter Hochrathner, Nettingsdorf CEO, said:

"This project is another important step forward in advancing sustainability here at our mill in Nettingsdorf. We will capture the waste heat in an innovative and efficient way to sustainably heat homes and businesses. We anticipate that this will significantly reduce the CO₂ emissions of the surrounding district."

The work on the Nettingsdorf heating project has now begun, with the first pipes laid in June. We hope that a local elementary school and the kindergarten in Nettingsdorf will be the first buildings to benefit from the scheme early next year.

Congratulations to all involved, we look forward to sharing more updates.

[Find out more](#)





Success Story

A refreshing take on summer

When we were asked to come up with some concept ideas for Coke Music summer promotions we were bursting with great ideas. The displays were for use in store as well as for a trade visit.

Designed to promote their new campaign, the units were in the distinctive Coca-Cola colours and harnessed their traditional can shapes, along with DJ decks and electric guitars. The promotion – buy and scan a Coke to enter – offered shoppers the chance to win sold-out festival tickets, speakers and other epic prizes.

The feedback was:

“Thank you for all your support with the Dublin Trade Visit. We set the bar high and challenged ourselves to do the almost impossible but with your help and hard work we pulled it off!”

“The feedback from our visitors was that Ireland was their best visit yet! They commented on the quality of design and print.”

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Trends and Insight

The human paradox: from customer centricity to life centricity

Accenture's report *The human paradox: from customer centricity to life centricity* reveals that 69% of consumers think that paradoxical behaviours are both human and acceptable.

They are comfortable being multi-dimensional. But businesses still persist in defining and pigeonholing them. This report explores how organisations can move from customer centricity to life centricity.



[Read the full report](#)

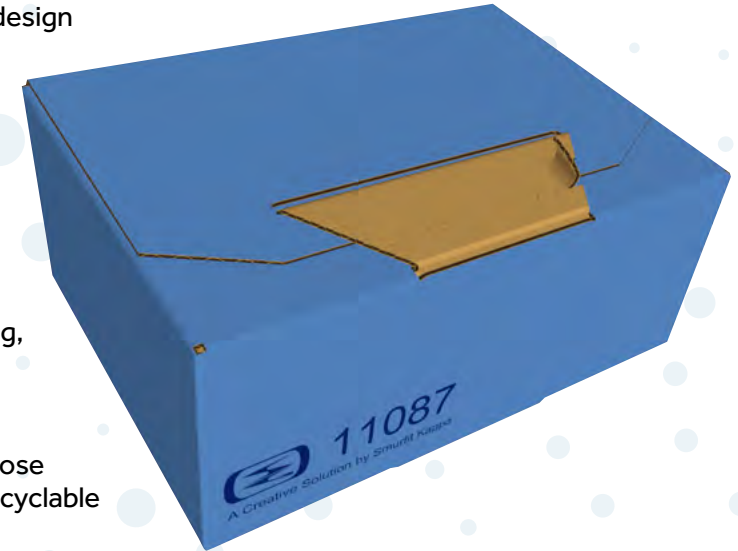
Design of the Month

Thinking outside the box...

Introducing our innovative new tamper-evident lock box... a clever new design that's easy to open and features a click-lock close. Plus, the intelligent structure means there's no need for any kind of tear-off tape.

As well as offering robust, secure packaging, the box is made from one material – making it a more environmentally friendly solution than those using integrated non-recyclable materials.

A simple, secure and sustainable design... we love it!



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



SK Ireland

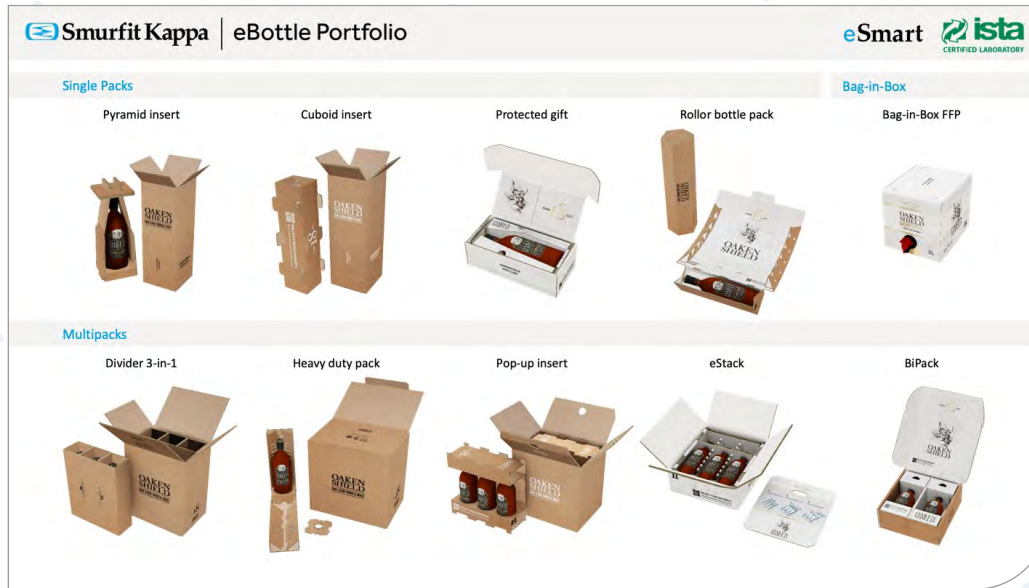
A lot of bottle...

Our eBottle portfolio features a wide range of packaging solutions for single packs, multipacks and bag-in-a-box.

Customisable for different shapes and sizes of bottle, they range from simple but safe through to premium. All designed to offer peace of mind to retailers that their fragile product will arrive safely with their customers. Plus, the packaging acts as a strong brand ambassador.

All our bottle packaging is tested and validated in our European Development Centre laboratory to meet rigorous criteria.

Delivering a safely packaged product and offering an enjoyable unboxing experience for the customer.



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

94% of Irish shoppers say that recent price rises are impacting their purchasing affordability.

(PwC Ireland)

Food prices in Ireland, in general, were 17% above the EU average in 2021.

(CSO)

64% of consumers wish that companies would respond faster to meet their changing needs.

(Accenture)