

Newsletter

November 2021



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www.smurfitkappadisplay.com



display
A part of the Smurfit Kappa Group



Now we've said goodbye to Halloween and Bonfire Night, the next big event on the retail calendar is looming. And Christmas shoppers, determined to make up for last year's restrictions, are heading out to their high streets and shopping centres or logging online to get their party season started.

It's always a momentous time for brands and retailers as they seek to nudge away the competition, entice shoppers in-store, draw them to displays and encourage them to linger. Packaging that's sustainable, attractive and durable is a must for those buying online. It's a Christmas that every seasonal shopper wants to be bigger and better than ever before and we can help you deliver.

Display is here to offer all the creative and practical insights and inputs you need to be the go-to retailer or the must-have brand, supercharging this year's festivities with energy and sparkle.

[Contact us](#)



Industry news

Beograd paper mill: celebrating 100 years in operation

Colleagues at Smurfit Kappa Beograd recently celebrated the paper mill's 100th anniversary, with a range of special events to mark the pivotal occasion. These included a tour of the mill and the city of Belgrade, finishing with a fabulous gala dinner.

We acquired the mill back in 2019 as part of our expansion into Southeast Europe and it's great to see them celebrating this important milestone in the mill's history.



[Find out more](#)



Trends and Insight

Who cares, who does?

The third edition of this annual global study explores attitudes and actions of consumers towards the environment, and how this affects their purchasing decisions.

A joint initiative between Kantar Worldpanel, Europanel and GfK, it offers insights into what issues most concern shoppers, how retailers can meet their green ambitions, and which brands are currently resonating most with consumers.



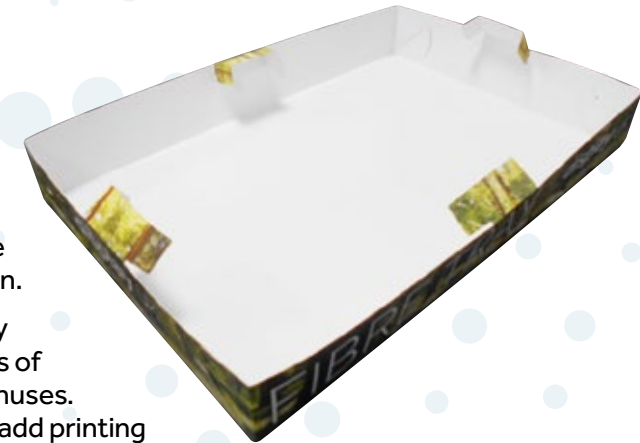
Design of the month

A new edge for in-store displays

Plastic mop trays can help to preserve cardboard displays from the wear and tear of daily floor cleaning. But we wanted to find a solution that was equally as effective, replacing the single-use plastic with a paper-based solution.

Introducing the fibre tray. Not only is it a comparable product in terms of practicality, it has some added bonuses. Being paper based means we can add printing and branding, strengthening the brand's presence in stores and engaging even more with shoppers.

A strong solution with added in-store value... a great example of our elevated thinking.



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

[Read the full report](#)



Did you know?

Must-know facts from the world of POP.

Irish online grocery sales grew by 2.2% in October 2021, with new online shoppers contributing an additional €1.3 million to the sector's overall performance.

(Kantar Worldpanel)

77% of consumers have made the effort to buy products with less packaging.

(Bord Bia)

Top trends for retailers to recognise in 2022 include local suppliers, green products and plant-based foods.

(Nielsen)

