# Newsletter | February 2023

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POPAI UK & IRELAND AWARDS.21
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Retailers and restaurants turned red this month to celebrate Valentine's Day, the traditional day of love. But increasingly, the occasion has become about celebrating friendship and life, as well as romantic love.

And it's a sentiment which we at Display take with us throughout the year. We put our hearts and soul into every project, crafting creative solutions with care.

From bespoke packaging to eyecatching in-store POP... when it comes to inspiration, we're your perfect match.

Contact us

## Show your packaging some love...

## Industry News

# WorldStar Awards for our packaging innovations

Smurfit Kappa has received eight WorldStar Awards for sustainable solutions from the Czech Republic, Poland and Spain.

Spain was commended for:

- **e-Hug**, a single material internal stabiliser for the shipment of different types of bottles
- **Bag-in-Box** for water, an octagonal packaging solution which reduces the amount of plastic by 60% per litre of water
- **Rejilla Monopieza**, a revolutionary one-piece partition which came first in the Transit category
- **Goliath Box**, allowing for perfect stacking and improved load ventilation for fruit.

The three award-winning products from the Czech Republic were:

- **All-in-Fix**, universal eCommerce pack which reduced the packaging process time by 77%, eliminated 88% of plastics and reduced $CO_2$ emissions by 21%
- **I like TO move it!** for pressure water heaters, 100% plastic-free and provides robust protection for its contents
- **Transformer**, a solution that fits nine types of heating units, contains no tape or bubble wrap, is 100% plastic free and reduces the packaging's carbon footprint by 58%.
- The award-winning submission from Poland was the **HandyPak SofruPak** paper-based punnet.

Huge congratulations to all involved!



I like TO move it
Czech Republic

e-Hug
Spain

Goliath
Spain

Rejilla Monopieza
Spain

Bag-in-Box
Spain

HandyPak
Poland

All-in-Fix
Czech Republic

Transformer
Czech Republic

**Find out more**

**Trends and Insight**

# Shopper StockTake 2022

How is the retail industry responding to our global challenges? This report from Shoppercentric explores the impacts of Covid, climate and cost of living on shoppers' habits and retailers' responses.

Plus, how technology can help us break old habits and the rising trend for 'fakeaways' – creating favourite takeaway dishes at home.

**Read the full report**

## Design of the Month

# The power of three...

Our customer wanted to start selling drawers in the business-to-consumer (B2C) segment and needed the right packaging for their 37 complete sets.

We produced three universal boxes, complete with smart modular and variable inserts. These allowed the range of drawer heights and lengths, along with accompanying mounting material, to be easily and safely packed and transported.

This new packaging saved 99% of plastic and reduced $CO_2$ emissions by five tons. An incredible outcome and some great packaging results...

**View more inspiring in-store POP...**

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## SK Ireland

# Bearing fruit...

Keeping fruit protected in transit has often proved tricky. But our highly robust, paper-based solution is here to the rescue! Our specially designed punnets, trays and baskets are the perfect replacement for polystyrene or plastic trays — made from corrugated cardboard or solid board, they are fully renewable, recyclable and biodegradable.

As well as protecting the fruit so it arrives in optimal condition, the packaging offers good visibility of the product to consumers, and can be branded or have colours and graphics added to attract attention in the retail environment.

We have a range of different solutions available for all types of fruit and berries… it really is a fresh take on fruit packaging…

Grown by nature, harvested carefully, packed sustainably

Safe & Green

Smurfit Kappa
Better Planet Packaging

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

**Just 33% of shoppers expect food prices to get much more expensive, compared with 53% in August 2022.**
(*IGD*)

**75% of disabled people/their families have walked away from a UK business because of poor accessibility or customer service.**
(Shoppercentric)

**More than 70% of people use social media instead of cookbooks for recipes**
(www.independent.co.uk)