

Newsletter

August 2023



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www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Be yourself...

This summer's two big blockbuster movies couldn't have been more different. From the pink and pastel world of Barbie to the rather darker shades of Oppenheimer, nonetheless both films have caught the public's attention and been hugely successful.

And brands and retailers can learn a valuable lesson from this. Setting out your stall, with impeccable branding and attention to detail, is what gives the public confidence in your service or product. Don't try to be something you're not. Just be the best at what you are.

We can help you find authentic, creative solutions to help your brand pop, from shout-out-loud display to understated-but-classic packaging. Whoever you are... we'll help you shine.

[Contact us](#)



Industry News

Introducing our first corrugated plant in Africa

Smurfit Kappa's first integrated corrugated plant in Africa has been opened in Rabat, Morocco. The €35 million state-of-the-art facility will support 400 direct and indirect jobs, serving both domestic Moroccan businesses and global companies across a range of sectors.

Speaking at the official opening event, **Mounir Naciri**, Managing Director of Smurfit Kappa Morocco, said: "We wanted this project to be 100% Moroccan and have a real economic and social impact on the country, starting from its study phase. That is why we chose to build our factory on Moroccan territory rather than in a free zone – another demonstration of the group's commitment to this beautiful country and its desire to contribute to Morocco's industrial sovereignty in an essential and high-value-added sector like packaging.

"Studies show that the Moroccan packaging market currently has a gap of nearly 25% between local supply and demand. We are optimistic about Smurfit Kappa's ability to better meet the Moroccan market's needs and offer new sustainable and innovative packaging solutions."

The plant was created from green field and includes 1,500 solar panels which will save 55% of electricity and 900 tonnes of CO2 emissions per year. The innovative packaging plant also has a purification and water treatment system that reduces consumption by 50% ensuring that the process is as sustainable as the product. The site also features our newest experience centre which brings the number of Smurfit Kappa's experience centres worldwide to 30.



Smurfit Kappa has also significantly improved the local infrastructure with new roads, streetlights and internet lines. This has helped to attract both families and local businesses to the area.

Congratulations to everyone who worked so hard to get this fabulous new facility up and running.

[Find out more](#)



Trends and Insight

Penneys Pulse of the Nation Index

Taking a deep dive into how Irish consumers are spending their money and living their lives today, this is the second in the series of Penneys Pulse of the Nation Index in partnership with Amárach Research.

The publication explores post-Covid attitudes to shopping, citing the fact that 79% of people prefer to shop locally in their town. It also explores the challenges of derelict building, antisocial behaviour and business closures, as well as the types of public amenities shoppers would like to see.

[Read the full report](#)





Design of the Month

Easy going...

Our new 'easy buffer' is deceptively simple looking, but is actually a hugely clever piece of packaging!

Featuring two separate levels without additional materials, it's a safe and effective way of transporting different products and sizes of products together. Simple and straightforward to assemble, it also contains 40% less material than our previous packaging.

Easy!



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



Did you know?

Must-know facts from the world of POP.

43% of Irish consumers are spending more in their local community than prior to the pandemic.

(Penneys/Amárach Research)

The cost of British food basics, including cheese, butter and bread, has surged by more than 30% in the last two years.

(Which?)

67% of the public want to shop more sustainably to reduce their personal impact on the environment

(Penneys/Amárach Research)

