

# Newsletter

September 2023



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**display**

A part of the Smurfit Kappa Group



Prepare for the  
unpredictable...

As we enjoyed some last bursts of sunshine in the early part of the month, we were reminded of the unpredictability of our world. People scrambled to dig out garden furniture, summer clothes and sandals, which they'd consigned to storage thinking summer was over.

So how do we prepare for the unpredictable? Of course, we don't have a crystal ball. But we can tell you what experience has taught us.

What your customers might ask for that you hadn't factored in. What shoppers are looking for in a display that might be beyond the norms of your brand. What end users love (and don't love) about the packaging you thought was just fine.

Drawing assumptions can often mean you're on the backfoot. But being willing to try to new ideas can open up possibilities and opportunities that you didn't know even existed...

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## Industry News

# Reducing CO2 emissions at our Zülpich paper mill

An €11.5 million investment at our Zülpich paper mill in Germany has led to a large-scale sustainability project which will reduce its CO2 emissions. The project included a major redesign of the plant's multi-fuel boiler to provide a more sustainable fuel source.

The mill, which produces approximately 500,000 tonnes of paper annually, is now powered by a combination of its own biogas (a by-product of its circular water treatment plant), natural gas, and residual materials which occur in the paper recycling process that would otherwise be considered waste. This circular approach also extends beyond its own operations to create loops with our Parenco and Roermond paper mills in the Netherlands, with the rejects from these mills acting as a valuable source of fuel for Zülpich's boiler.

The end results is a reduction in CO2 emissions at the mill by more than 25%, saving 55,000 tonnes of CO2 annually. This extraordinary achievement represents a 2% reduction in our global CO2 emissions.

**Andreas Zeitlinger**, Managing Director of the Zülpich paper mill, said: "We are delighted to have this high-performing new boiler up and running. This investment has reinforced our commitment to a circular business model. By turning side streams from the paper manufacturing process such as the rejects and biogas into steam and electricity, we are well on track to meet our sustainability targets."

The team at the mill is now planning a further series of initiatives to enhance the mill's sustainability performance. Watch this space for updates...



[Find out more](#)





Trends and Insight

## Rebuilding economic resilience in the UK food supply chain

The UK food and grocery supply chain is coming under increasing pressure, due to inflation and weaker-than-expected on-shelf availability.

As food security continues to rise up the news agenda, this report analyses what's happening, the key issues impacting the UK food supply chain and the emerging threats.

[Read the full report](#)





## Design of the Month

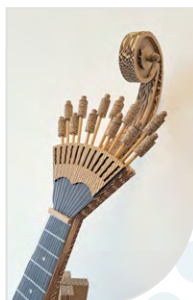
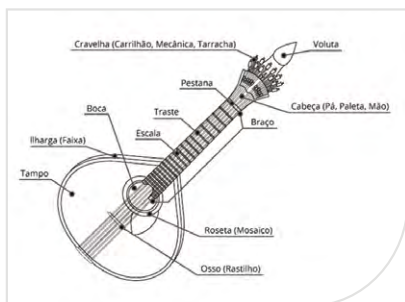
### Another string to our bow...

When we received a challenge to make a 'fine piece that represented Portugal' there was only one response: challenge accepted.

We put all our creative skills into the project, coming up with a cardboard creation that we were incredibly proud of.

Portuguese guitars are known for their distinctive sound, as a result of their unique construction. We were careful to reflect this specific style, giving our Portuguese guitar an authentic look and feel.

**Challenge completed.**



View more  
inspiring  
in-store  
POP...

## Did you know?

Must-know facts from the world of POP.

Dunnes has reclaimed the title of Ireland's top grocer and holds 23% of the market, with year-on-year growth of 11.1%.

(Kantar)

90% of consumers claim they like to support local fruit and vegetable growers.

(Bord Bia)

Grocery price inflation in Ireland has dropped for the fourth month in a row, reaching its lowest level since September 2022.

(Kantar)

