

# Re-board® Newsletter #10

December 2009

## Re-board® - a key ingredient for Brennans

“Brennans wanted a POP display that is easy to ship, simple to assemble in-store, attracts attention, gives an up-lift in sales and is ecologically sound. A tall order for most material but not for Re-board®”, stated John O’Reilly of Irish Re-board® licensee [3Rock Signs](#).

“With the help of the Design Force production team and [SATTAL](#), we were able to quickly offer Brennans a Re-board® solution tailored to their needs and that surpassed their expectations. This is the first time Brennans has used Re-board® and we now have the opportunity to expand the promotion into other stores”, added John.



*A simple but effective design in Re-board® was the perfect solution for Brennans.*



## Re-board® covers the UK

We are pleased to announce that our UK Licensee [ASG](#) have successfully installed Re-board® in both Tesco and ASDA stores as a design standard material. We thank ASG for all their hard work and effort, a wonderful success story.

Tesco is the largest British retailer by both global sales and domestic market share, with profits exceeding £3 billion last year. Tesco has over 2300 stores of various formats.

Asda became a subsidiary of the American retail giant Wal-Mart – the world’s largest retailer – in 1999 and is the second largest chain in the UK after Tesco, having overtaken Sainsbury’s in 2003. Asda is Wal-Mart’s largest non-U.S. subsidiary, accounting for almost half of the company’s international sales. There are 346 Asda Supermarkets.

We are now confident that other major retailers in Europe will follow Tesco’s and Asda’s example and specify Re-board as a design standard material.



## Re-board Intellectual Property Rights (IPR) Protection

Dear colleagues,

It has been brought to our attention from several sources that materials are creeping onto the market claiming to be Re-board®. We take any IPR infringement seriously & where necessary we will take appropriate legal action to protect our IPR's.

If any of our partners encounter or suspect that a material is being traded as Re-board® which is clearly not Re-board® we ask that you gather as much relevant information as possible (where and when did you get the information, name of person and company providing the information, name and contact information on the companies stating that they can provide "the market" with "Re-board®") & contact Kieron Loy immediately. Products named Re-board® can only be manufactured & provided by Design Force. Design Force are the sole owners of all Re-board® IPR's. It is in all our interests that we protect our investment & put a stop to any alleged infringement.

Contact: Kieron Loy [kieron@designforce.se](mailto:kieron@designforce.se) or phone +46 76 14 76 444

## Japan & Australia

Design Force President Kurt Aldén recently toured Japan and Australia to further expand our network of partners in these territories. In cooperation with [NSK Systems](#) in Japan, Kurt conducted seminars attended by over 150 potential Licensees as well as private meetings with major global brands in Tokyo and Osaka. In Australia, along with our distributor [Halifax Vogel Group](#), Kurt met with yet more potential Licensees and companies interested in Re-board® for various applications. A Re-board® Marketing & Sales road-show in both Japan and Australia is planned for early 2010 as a follow-up to Kurt's successful tour.

## Thank You for a Great Year!

We are now rapidly approaching the end of this eventful year. We are pleased to conclude that even in the dramatic market situation over the past year, with major economic turndown on many markets, the demand for Re-board® has been growing steadily.

Instead of sending out physical Christmas Gifts to thank all our loyal customers, we chose to make donations to Save the Children – to the benefit both of those in better need and our vulnerable environment.

Merry Christmas & Happy New Year!

Kurt Aldén,  
President

