

Re-board Newsletter

#07

July 2009

Volvo Merchandise Selects Re-board for New Promotion

The Volvo Merchandise Corporation supplies the entire Volvo Group with merchandise on a global level. The company uses various Re-board displays to boost merchandise retail sales at dealerships in Scandinavia and recently also in Russia, in conjunction with the finish of the Volvo Ocean Race in St Petersburg.

- The displays have been highly appreciated amongst Volvo Group companies and independent Volvo dealers. Volvo Merchandise Corporation aims to expand the use of Re-board displays to additional markets, says Tobias Wilhelm, Sales Manager at Volvo Merchandise Corporation.



One of the Re-board displays in a series of products for the Volvo Group.

Re-board at Igepa Select 2009

Design Force exhibited at the Igepa Select 2009 show June 18th-20th in Hannover. This was the first exhibition in Germany where Re-board was showcased and the introduction created a huge interest among the 2,700 visitors. Apart from the Design Force booth displayed below, 35 PC desks printed with the Igepa logo were spread over the whole exhibition area to demonstrate a useful application of Re-board.



The booth at the Igepa Select show impressed by being delivered in just a few flat packages and being assembled very quickly – just like most Re-board designs.

Design Force AB
Box 242
SE-601 04 Norrköping, Sweden
Västsilvery Hanholmsvägen 41
Tel: +46 (0)11 15 52 50
Fax: +46 (0)11 15 52 69
www.designForce.se

A member of the STORAENSO Group

Massive Portal for Sports Camp

Stadium Sports Camp, an annual event held in Norrköping – the home town of Re-board – is a massive event where thousands of Swedish youths spend a week full of activities. At the entrance of the “Activity Town” there will be a 3 meter high portal made of Re-board. The portal was delivered flat and could be assembled by just a few persons in a couple of minutes. This is yet another example of an application where the unique features of Re-board are valuable.



This 3 meter high portal is welcoming thousands of Swedish youths to a week of fun.

The Green Valley Network

Design Force would like to thank “The Green Valley Network” for inviting Kieron Loy to talk about Re-Board and Design Force to the esteemed guests attending the GVN General Meeting. The meeting was held in the wonderful grounds of Dromborg Castle in Fayetteville (USA) and included guest speakers from Congress, overseas business leaders & investors. Kieron introduced Re-board at the conference as a unique eco-smart material suitable for many applications for various industry sectors. The mission of GVN is to create a preeminent business and technology cluster focused on sustainability. For more information, please visit www.greenvalleynetwork.org.

News in short

Re-board Distributor Meeting 2009

Our gratitude to all the participants who came from far and wide to attend the 2nd annual Distributor Meeting in Norrköping. Your participation, feedback and sheer enthusiasm for Re-board inspires us all.

The increasing numbers of OEM's that want to be part of the Re-board business concept is a testament to the growing awareness of Re-board and its market potential globally. We thank [Drytac](#), [RollsRoller](#) and [Esko Artwork](#) for their presentations and demonstration of equipment designed to enhance Re-board.

New Preferred Partners

We have the pleasure to welcome 5 new Preferred Re-board Partners:

- [ASG](#), *United Kingdom*
- [Digital Point](#), *Italy*
- [MAJA Digital Printing](#), *Italy*
- [P-ONE](#), *Italy*
- [Rotodigital](#), *Italy*

New Certified Licensees

We also have the pleasure to welcome 2 new Certified Re-board Licensees:

- [3 Rocksigns](#), *Ireland*
- [X Branding](#), *Sweden*

Design Force AB
Box 242
SE-601 04 Norrköping, Sweden
Västsölvägen Hanholmavägen 41
Tel: +46 (0)11 15 52 50
Fax: +46 (0)11 15 52 69
www.designForce.se