



# Mailbox News

Stora Enso Re-board

Issue 44, September 2013



## Guinness Book of Records !!!

It comes as no surprise that Re-board is recognized as the world leading paperboard. Thanks to Realis Design, our distributor in Qatar, Re-board is now officially in the Guinness Book of Records in the category Largest Classified Paper in the World.

The Weekly, the first free English language classified were looking for a solution other than wood, to comply with the criteria set by Guinness to achieve this record. The 24 pages each 6.4 metres by 4.2 metres were ideally suited to the strength and flexibility of Re-board. Realis Design created the design and manufactured the panels ready for printing, all achieved in 1 week.

The ceremony took place at the Sheraton Hotel under the auspices of; HE Dr Hamad Bin Adulaziz Al Kuwari, Minister of Culture, Arts and Heritage on 1st of August, 2013. The Largest Classified Paper in the World will be on display in prominent shopping centres throughout Qatar on a 2 week rotation until November. An easy task when you are using Re-board.

We congratulate the whole team in Qatar for making this historic event come true!



# Stylish from Stylographics

## Amazing Re-board applications from Stylographics in the UK

Offering unique solutions for the 3D display, retail, interior and exhibition industries, there isn't a lot that Stylographics can't deliver. The large format printers have been consistently busy over the past months, delivering an impressive array of 3D Re-board products that have enthused creatives in spatial design industries, reinforcing the team's reputation as leaders in creating innovative and inventive print solutions.



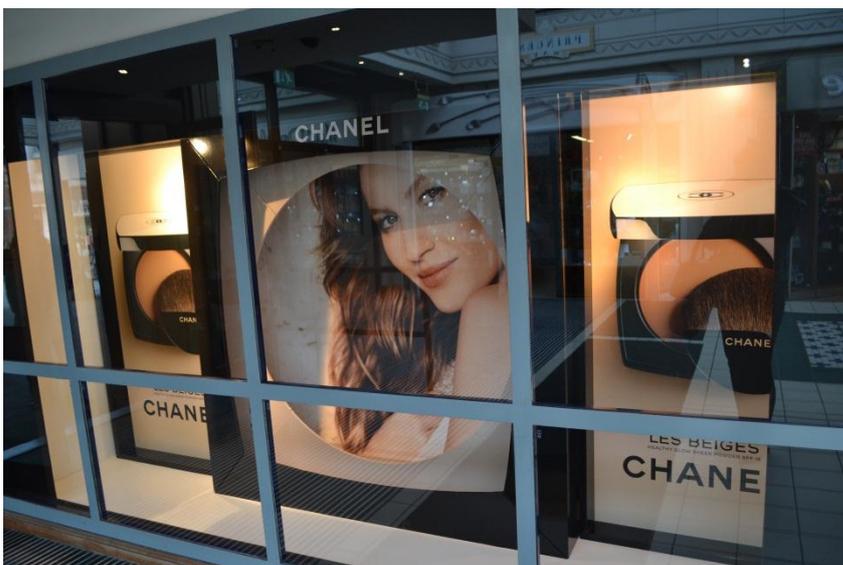
Re-board has opened up great opportunities for visual display teams, and Stylo have been major players working with the cost effective and lightweight product. Having recently expanded the Stylo site, the talented team continues to experiment with the material, delivering bespoke creations to suit client requirements. Recent work has included projects for Sky Sports, Nike, Chanel, TM Lewin, and White Stuff. The VM & Display show earlier this year also gave Stylo the chance to show off a selection of Re-board items, delighting visitors with a printed postbox, telephone box, a beach hut and ice-cream cart complete with an assortment of ice lollies inside!

# Stylographics, continued...



The knowledgeable print teams have inspired designers, providing solutions that enable successful and striking visual display to be constructed for increasingly competitive industries. Stylo are always ready for the challenges, big or small; design agencies and creative planners are keen to see what Stylographics will come up with next using the recyclable board!

Find out more at [www.stylographics.co.uk](http://www.stylographics.co.uk)



# Best in Show !!!



## Exponent Stougaard helps Floradania to win prize in Moscow

The purpose of Floradania Marketing A/S, which is a marketing company owned by the industry, is to promote the sale of Danish pot plants through collection and communication of marketing information as well as development and implementation of strategic, creative marketing concepts. At the annual trade fair FLOWER IPM Moscow their stand was awarded "Best in Show", not only for their beautiful flowers but also because they chose to build their booth out of Re-board.

The prize winning stand was made by the company Exponent Stougaard in Denmark. Find contact information at [www.exponent.dk](http://www.exponent.dk).



# Toshiba Display Counter

## Rethink the possibilities with Re-board

Imagine a world where all your design ideas came to life... Next Printing (<http://www.next-printing.com/>) was approached with a conceptual design for the new Toshiba Kira notebook and was challenged to make this design come to life.

The client approached Next Printing with a number of elements that needed to be incorporated into the production model. One of the requirements of the project was to use Re-board with a premium appearance. The design also had to allow for flat packing which made Re-board the ideal material for the project.

There were three display sizes: large, medium and small. All were designed using Re-board and incased a fully custom Perspex box to create a Zen Garden under the counter top. LED lights were added into the design using special LED joiners which still allowed the unit to be flat packed. With clever design all the Re-board edging were hidden giving the display a premium finish.

Next Printing was able to deliver what the client envisaged whilst showing premium design can be achieved using Re-board.



## Video Vault

Sweden: Be amazed by the most sustainable stand in the world. Design by Green-Lite and frequently used by Sweco.

[LINK](#) **NEW!**

Indonesia: Re-board cabinet made by Re-board Partner PT Eden Pison.

[LINK](#)

Brazil: various videos made by Re-board Partner Artwork.

[LINK](#) Stand at Fespa Brazil **NEW!**

[LINK](#) Hummer

[LINK](#) Harley

[LINK](#) Stand

Taiwan: Aim Culture show a range of amazing Re-board projects.

[LINK](#)

Our Partner in Australia Next-Printing produced this fabulous video.

[LINK](#)

## Upcoming Events

**FESPA Istanbul**, 3-5<sup>th</sup> Oct

**Paperex**, Delhi 24-27<sup>th</sup> Oct

**Re-board Training**, Dublin 30-31<sup>th</sup> Oct

**Re-board Distributor Conference**, 12-14<sup>th</sup> Nov in Stockholm/Helsinki

**Re-board Training**, Osaka 3-6<sup>th</sup> Dec, including Design Training

## Re-board Network

Remember, Mailbox News is distributed and read by Brand Owners and Major Retails around the world. We have a readership of many thousands. Send us images of Re-board projects to include in future newsletters and promote your company globally. Keep us up-to-date with your Re-board events so we can support and help you promote Re-board. Feel free to forward this and all our newsletters onto your own contacts. All newsletters can be found [HERE](#).

## Re-board Training



### Want to be part of a winning team?

The Re-board Training program is a foundation course developed to aid converters and print houses in the conversion of Re-board in an effective manner using 'Best Practices', correct design features, equipment and accessories. It is also designed to familiarize sales personnel with Re-board, the unique selling features and range of potential applications.

For more information contact Mr Danevert Åsbrink ([danevert.asbrink@storaenso.com](mailto:danevert.asbrink@storaenso.com)) or one of the three training centers directly.



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