

# Mailbox News

Stora Enso Re-board

Issue 48, April 2014



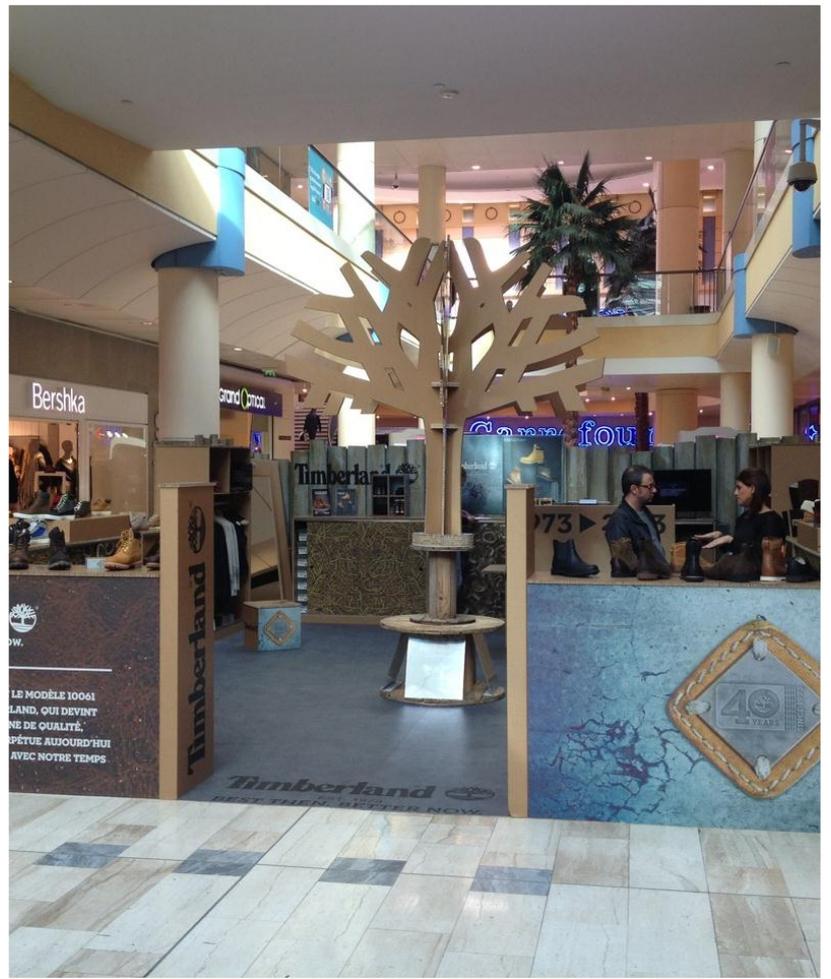
## Pop-up in Paris

Pop-up shops is sprouting up almost everywhere and is as important for small online retailers to established brands. The unique feature of Re-board makes it the perfect material for creating eye-catching pop-up shops.

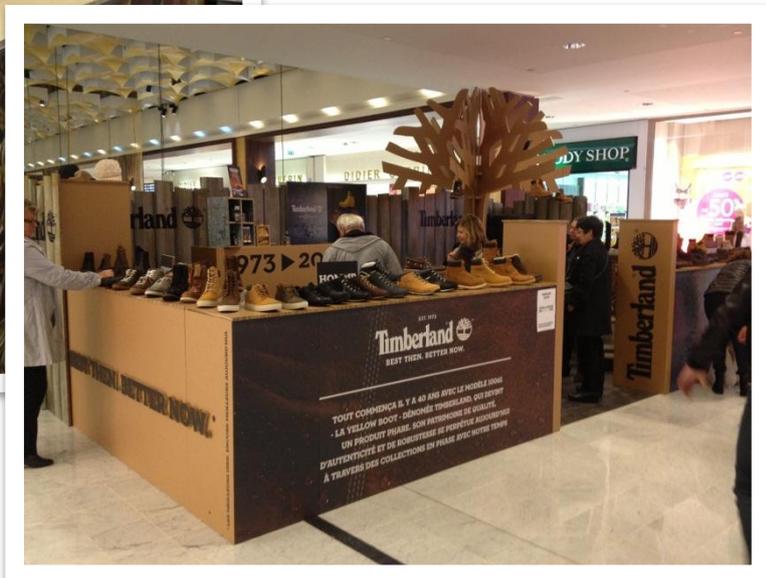
Our French partner Graphik installed 3 similar shops for Timberland in the Paris area between a Saturday 10 pm to Sunday 12 pm, approximately an amazing 5 hours per corner. You will see the stunning result on this and the next page.



# Pop-up in Paris, cont.



© Graphik



# Greetings from Bulgaria

## ECODISPLAY.EU - a successful project of Color Studio Ltd

ECODISPLAY.EU is the latest and most successful project of Color Studio Ltd. The company has been on the Bulgarian printing market for more than 17 years, working both locally and internationally.

In 2011 a total redecoration of their office was made using Re-board. This was the first successful step in discovering all the opportunities of this material. Different furniture was designed and produced, coming to prove the strength and the unlimited possibilities of Re-board.

ECODISPLAY.EU is currently designing and producing displays and furniture for every customer need (either a small designer studio or a big retailer). The company mainly works with custom requests and applies the knowledge and experience to satisfy the needs of their clients.



We met them at EUROSHP in Dusseldorf and where were amazed by their creativity in designing the whole stand exclusively with Re-board.



[www.ecodisplay.eu](http://www.ecodisplay.eu); M: 0031 616224319; T: 00359 2400 5000

# Whiteboards of Re-board

## Optimized walls of Re-board for Teamwork and Creativity

How do you foster creativity? According to Jake Knapp at Google Ventures the best way is a dedicated space of walls – **a war room**. The walls of a war room can extend a team's memory, provide a canvas for shared note-taking, and act as long-term storage for works in progress. Jake argues the optimal war room is a dedicated space with lots of surface area using as many whiteboards as possible. The room should also be flexible so that furniture and whiteboards could be moved around.

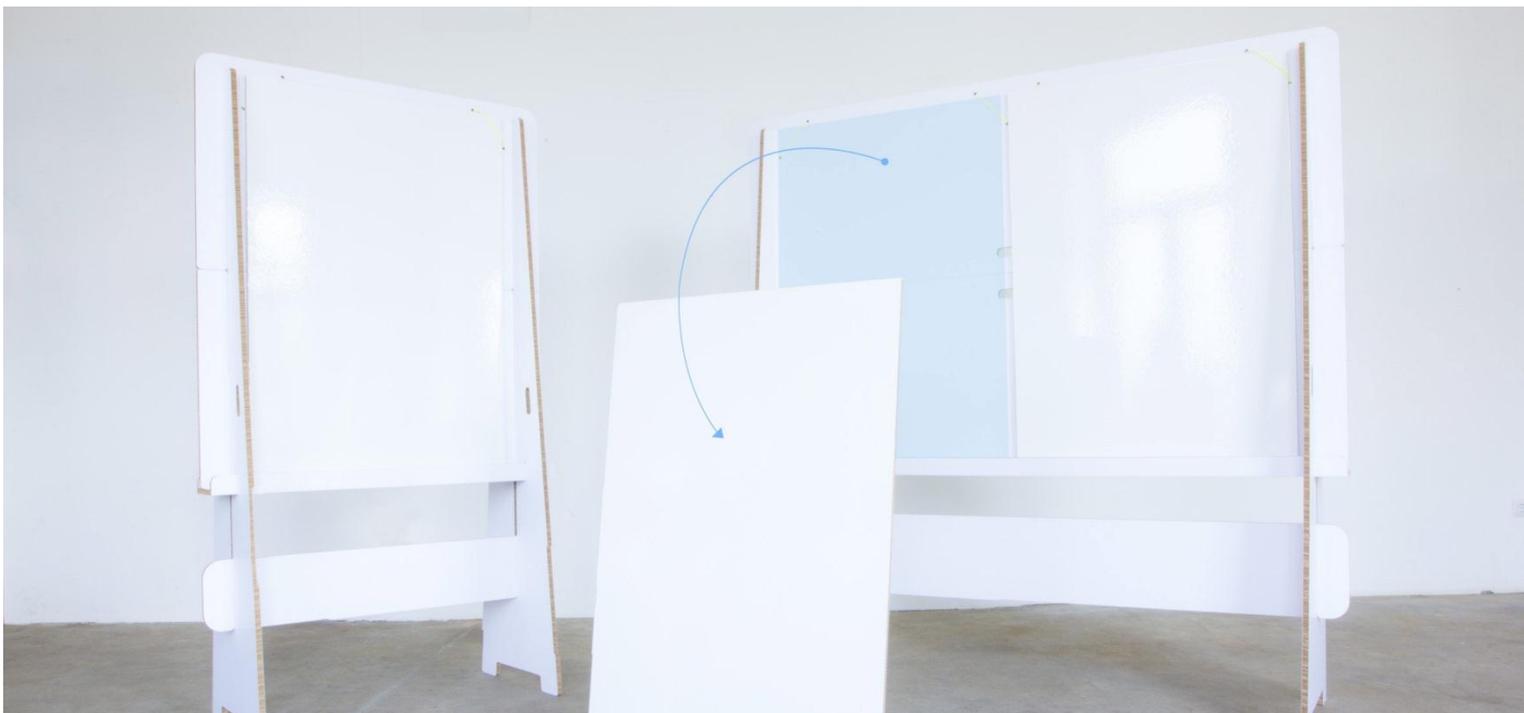


### Re-board is the perfect solution

Out of the Box is a joint project of the two German companies [Dark Horse](#), an agency for innovation development, and [room in a box](#), a specialist in cardboard furniture and furniture design.

Their goal is to offer a line of creative furniture. The first product is a series of whiteboards made of Re-board. It is easy, beautiful and very practical.

When you are ready to launch your next war room take a look at [www.outofthebox-shop.de](http://www.outofthebox-shop.de) to order your set of whiteboards. Also, please take a look at their video showing how a Re-board whiteboard is assembled in only five minutes: <http://vimeo.com/77788980>.



# Visit Re-board at FESPA



## FESPA Digital 2014 20-23 May, Munich

**Re-board**  
hall **B2** stand **390**



### FESPA Awards 2014

Don't forget to vote for your favourite Re-board [In-Store Project at Fespa Awards 2014](#).



## Video Vault

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

[LINK](#)

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

[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

**Sign&Digital UK**, Birmingham, 29<sup>th</sup> Apr-1<sup>st</sup> May

**VM & Display Show**, London, 29<sup>th</sup> Apr-1<sup>st</sup> May

**FESPA Digital 2014**, Munich, 20-23<sup>th</sup> May

**Re-board Training**, Dublin 4-5<sup>th</sup> Jun

**Re-board Training**, Osaka 16-19<sup>th</sup> Jun, including Design Training

**Marketing Week Live**, London, 25-26<sup>th</sup> Jun

## 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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