



Mailbox News

Stora Enso Re-board

Issue 49, August 2014



Introducing AimCulture – our Re-board distributor in Taiwan

This 49th newsletter is completely dedicated to projects made by AimCulture, our Re-board distributor in Taiwan. Based on eco-friendly premise, AimCulture is a designer and a manufacturer dedicated to the perfection of aesthetic living. With creative designs, inventive digital representation, and innovative green rigid paperboard, AimCulture devotes its energies on sharing the aesthetics experience and promoting a green living lifestyle. Its ultimate goal is to enlighten our world by the amalgamation of art and green environment.

AimCulture has elevated the applications on Re-board to a whole new level. They have designed applications from furniture, exhibition, cultural centres, retail stores, art exhibitions to gift items.

-"Our application is most effective with Re-board. Its white surface allows vivid colors, and its core allows the design to be structured in many different ways. Especially since we have combined Re-board with Chinese lockings, applications are even more user-friendly, and can be used in multiple occasions.", says Angela Lee.

“Traveling with the Illustrator” at Shin Kong Mitsukoshi

Shin Kong Mitsukoshi is Taiwan’s biggest, most fashionable and popular department store. Mitsukoshi not only offers the most fashionable international products, magnificent architecture and design, exciting cultural and artistic activities but unique combination of fashion and green living space.



Traveling with the Illustrator Exhibition focuses on “City Tour.” Through the eyes of the artist, the beauty of New York, Tokyo, Italy, London and Kenya are brought into public space of Mitsukoshi,



so that the visitors are able to enjoy the foreign scenery and revel in the idea of vacation on hot summer days. These exhibition are made with a wide range of materials, from rigid paperboard, glass, wood to styrofoam. AimCulture takes the artwork of 5 local well known illustrators and transformed them into large-scale dimensional displays with Re-board, from the street of Tokyo to London city icons.

AimCulture Co., Ltd is known for its green marketing, and its ability to utilize Re-board in many different aspects. In this “Traveling with the Illustrator” Exhibition, AimCulture specializes in the locking structure, and transformed the graphic illustration into dimensional artwork.

More than 50% of the exhibition uses Re-board, which surprised most of the retailers, as they cannot tell it is made with paper, and amazed at the capability of paperboards. Most importantly, instead of a week or more on construction, the 14 major projects took only 20 hours to set up. This project has opened up further opportunities in retail.



For further information, please kindly contact Angela at angela@aimasia.com.tw or visit the event website:

<http://www.skm.com.tw/zh-TW/Calendar/Detail?CTID=57c1e758-05dc-47c8-985f-f1f1e9aed49b&CurrDate=2014%2F05>

New York x Yihsin Wu



In "New York x Yihsin Wu" Re-board is used in a table top display, and use multiple layers to set up pop-up and dimensional look.



Kenya x Rarasva



In the series of “**Kenya x Rarasva**” artwork, Re-board is used on the production of colorful animals that migrations from the Kenya prairie to Kenya jungle. Even the jungle itself were made with re-board, the visitors would be about to further experience the nature of the jungle. Some animals are over 3 meter wide and over 3 meter tall.



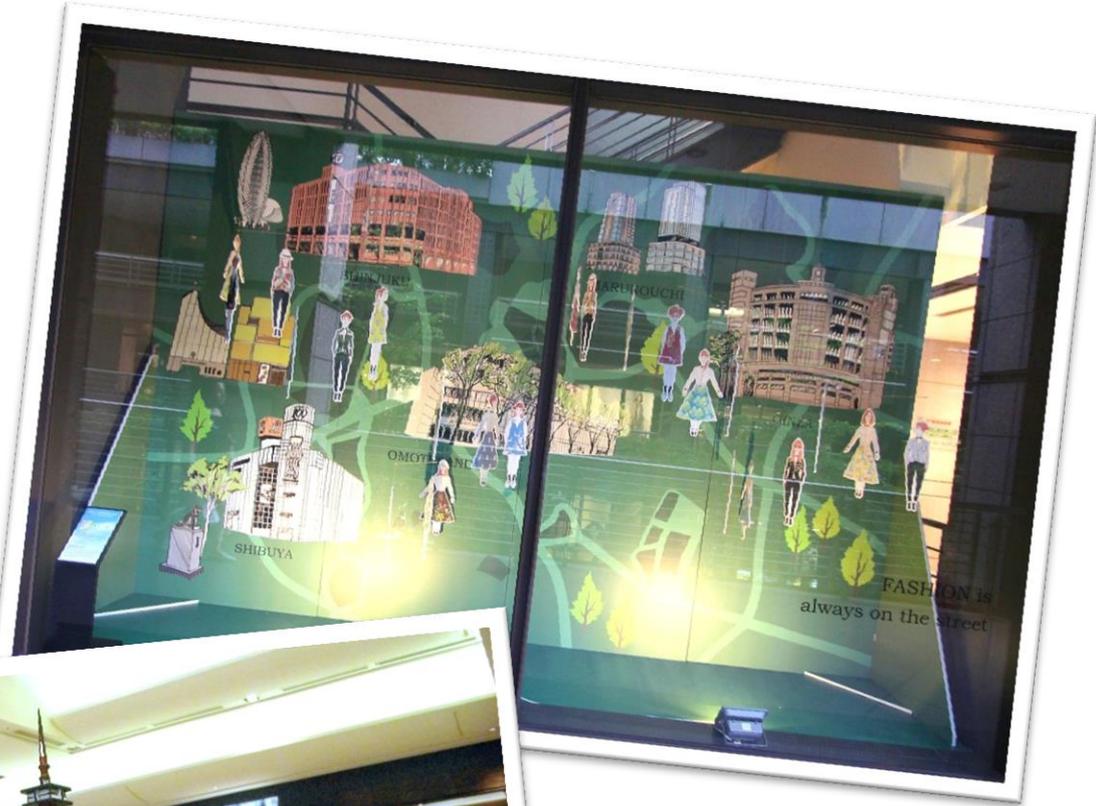
Japan x Siaoyin Gu



AimCulture has set up two situational atmosphere in “**Japan x Siaoyin Gu**” so that the visitors would be able to experience Japan as if they were at Tokyo, and visitors are able to take images within the ambience.



Japan x Siaoyin Gu, cont.



Italy x Rae



Besides from the printings on the partitions, there are partial dimensional objects to make the window display more complete, especially in the works of "**Italy x Rae**"



London x Kellykiwi



In “**London x Kellykiwi**” Re-board is used to bring the London landmarks to Taiwan. Re-board has the advantage of being flexible, and it can be constructed in many different method and shapes.

With the vivid printings on its white surface, the color and structure can well express the symbolic landscapes. The London bridge is over 8 meters long, and Big Ben is over 4 meters tall.



Video Vault

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

[LINK](#)

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

[LINK](#)

Various great videos made by Re-board Partner Artwork Digital.

[LINK](#) Stand at Fespa Brazil

[LINK](#) Hummer

[LINK](#) Harley

[LINK](#) Stand

AimCulture show a range of amazing Re-board projects.

[LINK](#) **NEW!** Expos at Shin Kong Mitsukoshi

[LINK](#)

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

[LINK](#)

Upcoming Events

Wideco Open House, Helsinki, 10-11th Sep

Sign Istanbul, Istanbul, 11-14th Sep

Sign & Print, Oslo, 17-18th Sep

Sign og Print, Horsens, 24-25th Sep

Re-board Training, Dublin, 29-30th Oct

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.

Fore more information contact Mr Danevert Åsbrink (danevert.asbrink@storaenso.com) or one of the three training centers directly.



Ireland

john@oriamgreen.co.uk



Mexico

mariana@re-boardmexico.com



Osaka & Tokyo

kn@nksystem.co.jp



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Editor: Andreas Hörnfeldt

andreas.hornfeldt@storaenso.com

You can find copies of past publications at

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