



Mailbox News

Stora Enso Re-board

Issue 50, September 2014



Celebrating our 50th newsletter!

We have every reason to celebrate in this 50th edition of our newsletter. Not only are we experiencing an amazing growth in several markets. There is also with great pleasure we can introduce our all white Re-board.



All White Re-board



Re-board White Core - a new member in the Re-board family!

Re-board White Core is the name of the latest Re-board product. The unique thing with the new product is that the engineered fluted core is completely white. The area of usage for Re-board White Core is the same as for traditional Re-board qualities e.g. signage, store aisle displays, exhibitions stands, furniture, window displays and store fixtures.

“We are delighted for this new Re-board product development. It is already a great interest for this new product among our customers worldwide, even though it has only been on the market since this summer”, says Andreas Hörnfeldt, Managing Director of Stora Enso Re-board.

Re-board White Core is useful in a lot of different applications when the customers want to provide a feeling of a very clean product. Previously the customers who didn't want the natural brown core to be visible had to put on an edge band.

“These customers can now save both time and money as they do not need to put any edge band on their products”, says Andreas Hörnfeldt.



Euroclass C-certified

Re-board Fire Retardant is the only Euroclass C certified rigid paper-board on the market. It contains no harmful components and utilizes water-based adhesives. The board can be recycled as paper in normal waste paper streams found throughout the world.

Please contact your nearest distributor to place an order for these and other great Re-board products.

<http://storaenso.reboard.se/distributors/>

Open House at Next Printing



NEXT Printing hosted a successful open house evening to showcase their fabric range and Re-Board® from HVG Graphics Media, the exclusive distributor of Re-Board materials in the Australia market.

NEXT Printing is one of HVG Graphics Media, Re-Board Partners and they are one of the fastest growing printing companies in Australia, recently

purchasing a Durst Rhotex 320, the first to be purchased outside Europe. To celebrate this, the open house evening was staged in their factory in Sydney, Australia.

Their factory had just a few short hours to be turned into an event that would host well over 100 people. Next Printing saw the solution in Re-Board. Using their experience and creativity as a Re-Board Partner NEXT Printing was able to develop much of the furniture and props using Re-Board, from the seating to the stage, steps, lectern and even the serving trays which were created used Re-Board, and combinations of other acrylic, foam and fabric materials. All the materials were printed, cut and fabricated in super quick time, allowing for fast and easy assembly, showcasing great versatility with excellent design.



The night was an extremely successful event with many attendees impressed and inspired with the strength and versatility of Re-Board, complimenting the use of printed fabrics and as a result many enquiries were generated about using Re-Board for their future projects.

3D Rhino wins at Fespa Africa



Graphix Supply World (GSW) announced the Rigid Paper Board Challenge winner after the competition entries were judged at FESPA Africa (2-4 July 2014, Johannesburg) held at the Gallagher Convention Centre. This year's Rigid Paper Board Challenge first place went to Grosvenor Branding Solutions (GBS). Swift Display were placed second and Shereno printers came in third place.

Graham Hawthorn, director at GBS said, 'We are delighted with the first prize result yet again. It really was a great GBS team effort from design, print production, execution and it was for a good cause. We are particularly proud to have donated the 3D Rhino to the Mark Boucher Conservation, in conjunction with Castle Lager (SAB) to create awareness of the plight of rhinos in Africa. The Rhino was designed with our new 3D modelling software, manufactured using Re-board material and was printed with UV VOC-free inks.'



The Rigid Paper Board Challenge is sponsored by Esko, Fujifilm and Re-board and recognises excellence in point-of-purchase displays, in-store communication, and other imaginative displays using rigid paper board.

“Caja de té”



This Chinese inspired space could be spotted during the summer at the Casa Décor trade fair in Madrid. The objects were made using Re-board Brown and digital printing techniques by The Image Company, www.theimagecompany.es.



© The Image Company



Mailbox **News**

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

Sign og Print, Horsens, 24-25th Sep

C! Print, Madrid, 7-9th Oct

Asia Re-board Training, Tokyo, 2-3rd Dec

Re-board Design Training, Tokyo, 4-5th Dec

C! Print, Lyon, 3-5th Feb 2015

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

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