



# Mailbox News

Stora Enso Re-board

Issue 51, November 2014



## Expos and Events

This 51th edition of Mailbox News is dedicated to exhibitions and events. Our ever growing network of Re-board users is certainly appreciating the superior quality of Re-board when making outstanding expo displays. In this issue you will be inspired by work from Spain, UK and Estonia.

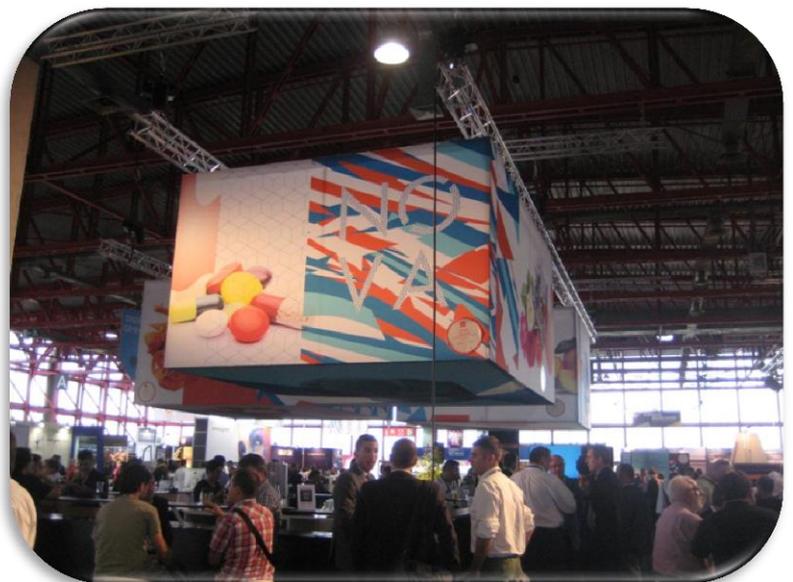
The suspended tree to the right is 9m in length and used 14 layers of Re-board sections. Grosvenor Branding Solutions from South Africa finally lit up the tree to create a beautiful end result.



# Major Impact at C-Print Madrid



At C-Print in Madrid earlier this autumn Re-board was certainly in the spotlight. Northern Design Power, which is the Re-board distributor in Spain and France, had created a really eye-catching stand that draw a great deal of attention. The exhibition has attracted more than 3000 visitors each day and all of them could enjoy Re-board installations throughout the show since Stora Enso and Northern Design Power made a significant sponsorship to the event. The next C-Print takes place in Lyon, France, between the 3<sup>rd</sup> and 5<sup>th</sup> February. See you there!



# Even more from C-Print Madrid



# STYLO Exhibit at the VM & Display Show



The tube strike didn't dampen spirits at the VM & Display Show 2014, with many making the extra effort to visit the exhibition. Ironically, Stylo were excited to be showcasing their large format printing and 3D fabrication in the form of the Stylo tube train and station.

The train was made entirely out of re-board including the tube seats inside, which were so strong they were able to take the weight of multiple show attendees who were all keen to test them out! The skeleton of the train was exposed at the carriage entrance, so that you could see the frame work and how the train was constructed. It included tube maps, advertisements, and we added our own Stylo touch by having fluorescent tube lighting in our brand colours. Perspex was used for the windows to give the train an authentic feel.

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# STYLO Exhibit at the VM & Display Show, continued...



The platform outside housed our street vendor stand, again made entirely of re-board, where fresh popcorn was served to the masses. Everything from the acrylic popcorn box, the acrylic heat moulded illuminated tube sign to the metal 'create' sign with led lights and sequences, were hand made by the fabrication team here at Stylo. The outer shell was covered in ultra-removable wallpaper, apart from the far right loaded vinyl wall, which was used to demonstrate our magnetic graphics.

Stylo have exhibited at the VM & Display for many years. It is a fantastic opportunity to catch up with existing clients, to meet new ones and to discuss future projects and ideas. Every year we try to create a stand that pushes the boundaries of print technology and innovation, and this year's re-board stand definitely didn't disappoint!



# Lexplast 20 years



Our Baltic distributor Lexplast has been in business for 20 years. To celebrate this occasion they invited customers and partners to the beautiful Tallinn Flower Pavilion.

Naturally they decorated the pavilion with lots of Re-board installations.



## 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](#)

[LINK](#)

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

[LINK](#)

## Upcoming Events

**Asia Re-board Training**, Tokyo, 2-3<sup>rd</sup> Dec

**Re-board Design Training**, Tokyo, 4-5<sup>th</sup> Dec

**Fespa Eurasia**, Istanbul, 4-7<sup>th</sup> Dec

**C! Print**, Lyon, 3-5<sup>th</sup> Feb

**Sign & Print Scandinavia**, Stockholm, 3-5<sup>th</sup> Feb

**FESPA 2015**, Cologne, 18-22<sup>nd</sup> May

## 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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