



# Mailbox News

Stora Enso Re-board

Issue 54, June 2015



## The positive feedback from the Fespa visitors was music to our ears

Re-board made a big impression at Fespa in Cologne earlier in May. The piano in the Re-board® stand was probably the most taken picture on the show.

At Esko people could sit down for meetings or coffee in rockets made out of Re-board®. A full size rocket could also be spotted hanging from the roof thanks to the light weight of Re-board®.

The key benefits of Re-board® – easy to transport, great design possibilities and fast to assemble – is proven on the next page. Two people managed to build a complete stand in only six hours from arrival at the show.



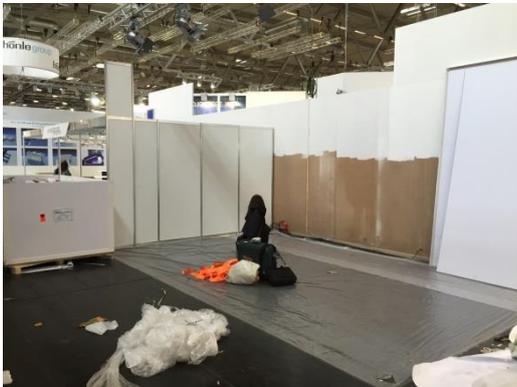
# How To Assemble a Stand In No Time Re-board @ Fespa



The Re-board® stand flat packed, together with all marketing material, ready to be shipped to Fespa in a Re-litepak™



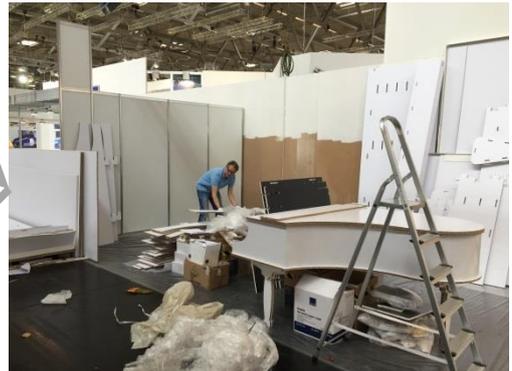
Cologne Arrival



The assembly begins



First wall elements ready



Piano is ready, arranging the walls.



Ready in an amazing 5h 40min by 2 people!



Lighting being installed

Ready in an amazing 5h 40min by 2 people!

# ATC @ Fespa Cologne

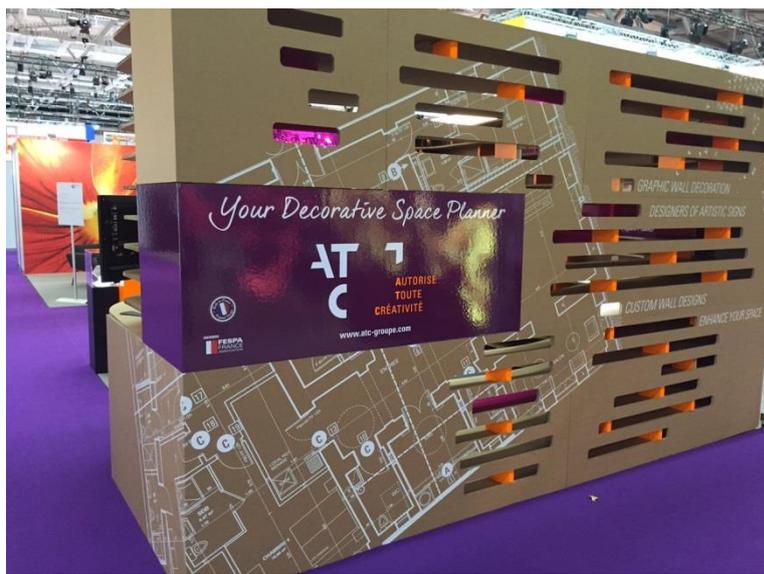


## Shop-in-shop concepts from ATC

Our Partner ATC Group in France made a long lasting impression on their visitors at Fespa Cologne.

Their designers have developed several concepts for shop solutions. At Fespa they created a stand fully designed in brown Re-board® in combination with fluorescent orange vinyl, clear glass and decorative lighting.

ATC wanted to catch the passers attention and for sure they managed to do exactly that!



# X-traordinary from X Branding



The Swedish Re-board Partner X Branding created a 9x6 metres stand for the Swedish Trade Union Confederation. At the back were two large triangles with large display areas but also with "hidden" doors to storage space. In the middle there was a square totem with two embedded LCD TV to spread a clear message. There was also a desk that served coffee to the delegates and large sofas to discuss politics.

X Branding also made a permanent expo at the mill Gruvön for the Swedish paper and packaging company Billerud Korsnäs. Certainly there is no better material than Re-board® to promote all fibre based packaging products made by Billerud Korsnäs.

This clever design had Re-board® cabinets that was secured behind a large Re-board® wall.



## Video Vault

Expo stand for Swedish Trade Union Confederation. Design by X Branding in Sweden.  
[LINK](#) **NEW!**

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

**Re-board Partner Conference,**  
Norrköping, 1-2<sup>nd</sup> Sep

**World Retail Congress,** Rome, 8-10<sup>th</sup> Sep

## 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 Partner Conference



### Norrköping 1-2<sup>nd</sup> September

Inspiration, networking, knowledge sharing, discussions and more...

Don't miss this opportunity exclusive for Re-board Partners.



## Re-board Training



**Ireland**  
[john@oriamgreen.co.uk](mailto:john@oriamgreen.co.uk)



**Mexico**  
[mariana@re-boardmexico.com](mailto:mariana@re-boardmexico.com)



**Osaka & Tokyo**  
[kn@nksystem.co.jp](mailto:kn@nksystem.co.jp)

## Mailbox News Stora Enso Re-board

Editor: Andreas Hörnfeldt  
[andreas.hornfeldt@storaenso.com](mailto:andreas.hornfeldt@storaenso.com)

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