



Mailbox News

Stora Enso Re-board

Issue 55, September 2015



NEXT Printing creates award winning Re-board display for Virgin Business Class

NEXT Printing in Australia was given a creative brief from Designteam to produce a backing wall for the Virgin Business Class display. This Virgin activation was to be on display at Sydney T2 Domestic Airport and had to be installed within the same week the brief was given.



Display was required to be freestanding, light weight for transport, LED lit with perspex covers along each tier, assembled / disassembled easily and have a quality finish.

NEXT Printing decided to use Re-board® Premium as the main material for its strength and lightweight quality, also Re-board® allowed them the freedom to create the curved middle section easily using a partial cutting technique which turns portion of the solid sheet into a flexible and bendable surface. Re-board® also allowed them to create internal ribs for each of the sections which gave structural support and acted as the upright stabilisers.

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NEXT Printing, cont.



All the Re-board® Premium panels were digitally printed then laminated for a premium quality finish and display life longevity, they were then cut from the back which allows 90 degree folds and various other assembly techniques. Strip LED lights were installed on the internal cavity with hard wires running through the metal tube uprights which connected the tiers. Perspex panels were printed to match the Virgin colour scheme for the campaign.

With Collaboration of creative design and effective production between Next Printing and Designteam, the display was able to be delivered with such complex structure and intricate lighting system whilst under demanding delivery deadline because of Re-board's ability to be manipulated and gave design freedom. The project was very successful and the second unit was produced within two and half days after the initial order.

NEXT Printing is a Re-board Partner and is supplied by HVG Graphics Media, Stora Enso's exclusive Re-board distributor in Australia.



Electroprint features KIA Rio



The new KIA Rio stands safely on a Re-board platform

When KIA Maroc introduced the new Kia Rio they turned to Electroprint in Casablanca. They have been a Re-board Partner for many years and felt secure in choosing Re-board® both as the platform for the car and also as display material to make a big impression.



Greetings from Ireland



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

Asia Re-board Training, Tokyo, 29-30th Sep

C!Print, Madrid, 6-8th Oct

Re-board Training, Dublin, 11-12th Nov

Asia Re-board Training, Tokyo, 8-9th Dec

Retail Design Expo, London, 9-10th Mar 2016

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](#).

World Retail Congress



Stora Enso @ WRC2015

The World Retail Congress gather senior leaders in the retail sector to discuss major issues and trends affecting the industry. Stora Enso was there to speak about how packaging and print can help their business.

Our stand was built in Re-board® and many of the delegates learned about the versatility of Re-board® and how to make a sustainable impression on the consumers.

Re-board Training



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