

# Re-board® Newsletter #12

April 2010

DESIGN  
FORCE

## Re-board® Roof Box

Sofia Svensson, Product Manager of Mont Blanc Industri AB, explained her dilemma to Design Force: *"We must have our Car Roof Box prominently displayed, on top of cars in showrooms. The problem is that sales staff don't always make the effort to effectively display my product, what can we do?"*

After much deliberation Sofia and the Design Force team came up with the idea to produce a lightweight Re-board® roof box that could easily be placed and moved from car to car. The result is a beautiful display, located where it should be to encourage sales and without putting too much strain on your local car sales rep.

Mont Blanc is one of the leading players in car roof boxes which provide superb value for money. All Mont Blanc roof boxes are fully lockable, sleek and aerodynamic in design and offer a line up that is hard to match in terms of sizes and design.



## Re-board® Agent in Italy

Dear Partners,

It gives us great pleasure to announce the appointment of Luca Pasini as Independent Agent for Re-board®, responsible for the Italian region. Luca previously worked for Montplast and, with their approval, became an Independent Agent as of 18<sup>th</sup> February 2010.

Discussion to ascertain his role took place between Montplast, Luca & Design Force recently. All parties agreed that this is a positive move for all concerned to have a person solely focused on Re-board® and to the advancement of Re-board® business in the region in cooperation with Montplast.

We warmly welcome Luca onboard and look forward to many years of working together moving our business forward and into new market segments. I am sure he will have all your support and cooperation in his new role. Luca reports directly to Kieron Loy.

### Contact Information

**Luca Pasini**  
Fusione d'Insiemi  
[www.fusedinsiemi.it](http://www.fusedinsiemi.it)  
Tel: +39 348 78 19 709  
e-mail: [luca@re-board.it](mailto:luca@re-board.it)



**Alessandro Sacchi**  
Managing Director, Montplast S.p.a.  
[www.montplast.it](http://www.montplast.it)  
Tel: +39 293 77 01 1  
e-mail: [asacchi@montplast.com](mailto:asacchi@montplast.com)

## Stora Enso Re-board® Boxes

The below pictures are from the Paperworld 2010 exhibition. Katariina Tanner, Marketing Director at Stora Enso Fine Paper, explains why Re-board® was a perfect fit:

*"Paperworld 2010 was really a success and our stand received a lot of positive feedback from our visitors. They understood and appreciated how our theme of living sustainability could be seen in our overall presence. Over 80% of our stand was made out of recyclable and re-usable materials. The meeting rooms made out of Re-board® of course enforced our theme perfectly and were considered an excellent idea by our customers. They made our product brands very visible and at the same time the rooms were very functional. Our fine paper team tremendously appreciated working with Design Force on this project. From presenting our idea last September to finalizing the project in January everything has progressed without any hick-ups and with great enthusiasm. This was a new venture for Design Force as well and we'd like to thank you for a job well done. Look forward to the next project!"*



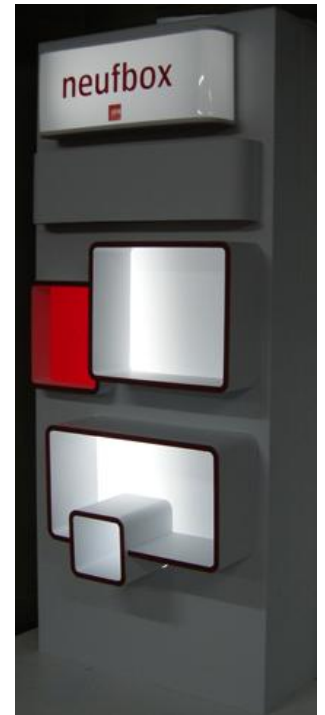
### Increased Production Capacity

To keep pace with the current demand and to accommodate further growth, we have introduced a second shift. The second shift, coupled with major advancements the engineers have made with the production equipment and process, will double our capacity. We are now planning the third shift and major Capex expenditure in the near future.

## Re-board® Licensee CARTONE delivers innovative shop-fitting to SFR

Apart from traditional Re-board® POP displays, [CARTONE](#) – based in Reunion Island – has now delivered it's second generation shop-fitting furniture to SFR : Neufbox (part of the Vodafone group). The 37 SFR retail shops in Reunion island have been supplied so far, but the success will most certainly make this concept spread to further markets. 80 to 90 % of the furniture have been realised in Re-board®. The main reasons for SFR to chose Re-board® over traditional materials are:

- Reduced cost
- Environmental advantages
- Fast implementation and short production time
- Easy assembly in the shops
- A very good ageing of the material



## News in short

### Plant Closure for Summer Holiday

We are closed **week 27-30** (July 5 – 30) for our annual summer holiday.

### Distributor Meeting 2010

The date of this year's Distributor Meeting is set to **September 13-14**. More information will come, but please book the date in your calendar already now.

### Licensee Meeting 2010

The Licensee Meeting will be held **September 16-17**. Make sure that you will not miss this inspirational event!

### New Preferred Partners

We have the pleasure to welcome 5 new Preferred Re-board® Partners:

- [Atout PLV](#), France
- [Ecorock](#), Ireland & UK
- [iDL WorldWide](#), USA
- [NRD Netherlands](#), Netherlands
- [NRD nv](#), Belgium

### New Distributors

We also have the pleasure to welcome a new Re-board Distributor:

- [Oriam Green](#), Ireland & UK

Design Force AB  
Box 242  
SE-601 04 Norrköping, Sweden  
Västsållvägen Hanholmsvägen 41  
Tel: +46 (0)11 15 52 50  
Fax: +46 (0)11 15 52 69  
[www.designForce.se](http://www.designForce.se)

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