



Stora Enso Re-board

Mailbox News

Newsletter for Partners
Issue 26 October 2011

From L to R: Ismo Saarinen, Head of New Packaging Solutions & Andreas Hornfeldt, MD Stora Enso Re-board



Full Steam Ahead

[Stora Enso Re-board AB](#). We are working our way through the rebranding process, which will include all marketing collateral, website, brochures, partner tags and much more, all aligned with Stora Enso corporate identity.

Re-board Training Centres (RTC) are now operational, located in Japan and Ireland.

A revamp and simplification of the licensee system in line with the feedback we have received from our Partners over the years is underway. The details of the new system will be released soon.

A Distributors and Partners Conference will take place next year in Stockholm, 30-31st Jan for Distributors and 2-3rd Feb for Partners. Invitations along with the program will be mailed soon.

Our company will focus on establishing Re-board as the “material of choice”. We intend to move towards standardised format sheet sizes to boost production efficiencies and reduce costs that we hope to pass onto the network. Stora Enso Re-board will drive improvements of our products and have already initiated full FSC certification. As a Stora Enso company, we now have vast resources and expertise at our disposal. This level of support is key to our future success and unprecedented in the Rigid Paperboard industry.

Finally, it is our aim to raise the Re-board brand awareness globally, through marketing initiatives, investment and collaboration with our network. You can see from our recent newsletters that we are engaged more physically with our Re-board Partners, supporting expos and visiting clients. It is our intention to increase our presence further still over the coming months. We greatly appreciate your continued support and look forward to working in close collaboration with you, driving our brand forward.



Kayo Nomura conducting training at the Re-board Training Centre (RTC), Tokyo, Japan.

The New and Improved Re-board Training Programme

We have completely overhauled the Re-board training course & put together a new, improved programme. We have also established Re-board training centre's (RTC) in Dublin, Ireland and Tokyo, Japan to serve the ever growing demand for Re-board training, design and technical support.

The new training programme 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 familiarise sales personal with Re-board, the unique selling features and range of potential applications. A great starter package to help kick start a Re-board business.

The RTC's provide full post training support on a 'Pay as you Need' basis. As a Partner, your Design and Technical enquiries will be handled by highly skilled RTC designers, technicians and sales team, supported by Stora Enso Re-board HQ.

Ireland is now taking booking for the first 2 sessions scheduled for 14-15th November, followed by 5-6th December. Acceptance is on a first come, first fully paid basis, with limited spaces available. More sessions will be announced in future newsletters. Contact Kieron for more details.

Re-board Newsletter

We have named the Re-board Newsletter 'Mailbox News' All part of our rebranding drive, hope you like it

Re-board at FinnGraf Expo

Our Finnish Distributor [Dekolevy](#) is a regular participant at FinnGraf and uses Re-board to build Their booths. 'We didn't need the traditional exhibition profiles and we didn't use any exhibition builder' stated Hannele Lehtikoinen, adding, 'We save money by using Re-board'.

This year "green" was the theme for the expo, so Dekolevy left the edges of Re-board exposed to show the eco nature of the material

[DMP](#) printed and cut the whole stand. All the tables and walls were made out of Re-board. It took two people to build the stand, one day to erect the walls and the meeting room. The second day to assemble all the furniture.. At the close of the exhibition it took three hours to disassemble everything and empty the floor.

'We packed everything so, that we ca re-use them here at our premises. Customers loved our booth and where happy to tell us so'.



New Re-board Edge-banding Machines from Lange

Some great developments from our friends at Lange. If you want to make flat edges on round and curved Re-board forms, use edge banding machine B 560 K-RB. To trim the overhang material use edge router B 600-RB



For brochures and more information about B 560K-RB and B 600-RB contact:-

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www.lange-maschinenbau.de

Re-board Events

Schneider

Sign Scandinavia in Kista 26-28/10-2011

NSK

PAGE2012, 8th -10th Feb

Ikebukuro Sunshine city

JAPANSHP 2012, 6th- 9th March

Tokyo Big Sight

DRUPA, 3rd-16th May

Germany

Sign & Display show 2012 13th-15th June

Osaka Nanko ATC Center

INTERPHEX JAPAN, 27th-29th June

Tokyo Big Sight

PROMOTIONAL GOODS EXPO, 4th-6th July

Tokyo Big Sight

Igepa Adoc

Print & Publishing Switzerland 2011

Country / Town : Switzerland, Zurich

Date : 26 – 27 October 2011

Our stand number : Hall 9.1 / Booth E 10

Re-Board Event 2011

Country / Town : Switzerland, Neuenhof

Date : 8 – 10 November 2011

Our stand number : No stand number, Igepa event.

Northern Design

Heavent Expo Paris 25th- 17th Oct M3A

FESPA Digital Barcelona 21-24th Feb 2012

Spicers Paper Singapore

FESPA Singapore 26th – 28th Oct

ZN Production Company

Shopper Marketing Expo Chicago, Illinois USA

Oct 19-20 at Navy Pier (stand #627)

SGIA in New Orleans, Louisiana USA Oct 18-20

Montplast

Viscom Italia, 3-5 Nov Milan, Pad3 Stand G01
H10



Petter Rylen, Production Manager, Stora Enso Re-board

Forest Stewardship Council FSC

For sometime now our network has requested that we obtained FSC certification. Petter is spearheading our efforts to obtain full FSC certification and estimates approval early part of 2012. We will keep you posted

Stora Enso Re-board HQ

Stora Enso Re-board Sales Team Visits

Andreas Shopper Mrk Expo Chicago 19-20 Oct
Sign Scandinavia 26-18th Oct

Kieron FESPA Singapore 24-28th Oct
FESPA Digital Barcelona 21-24 Feb

Plant Closure

Seasonal holiday is rapidly approaching. We will close our plant on Friday 23rd December and re-open Monday 2nd Jan 2012.

The last day we can accept orders and book transport is Thursday 15th December. All orders received after Thursday 15th December will be handled upon our return.

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Editor: Kieron Loy
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You can find copies of newsletter at
www.Designforce.se