Stora Enso Re-board

Mailbox News

Newsletter for Partners
Issue 33, June 2012

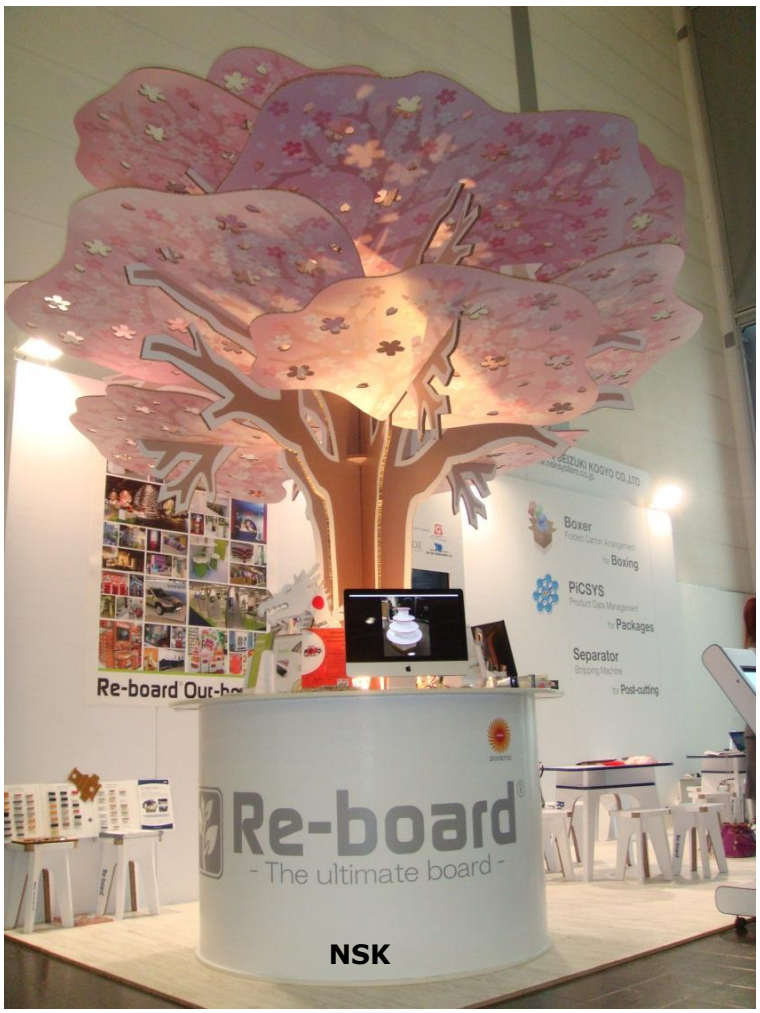
Drupa Special

NSK Re-board Stand, Drupa

We sincerely thank NSK for their participation at Drupa and for the stunning stand design they produced for the show. The stand, particularly the Re-board Tree, received praise from event organisers and visitors alike. Some offered cash for the tree, such was the admiration.

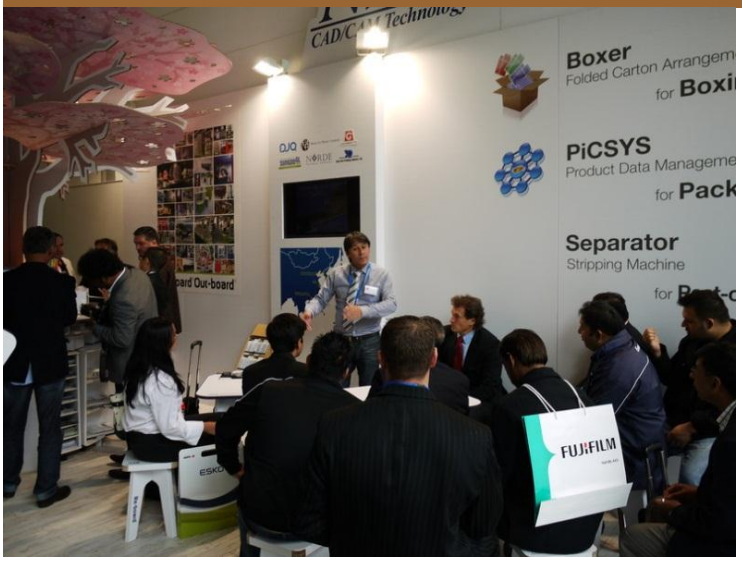
The assembly of NSK personnel, plus the Stora Enso stand, obtained over a thousand Re-board enquires from brand owner, designers, Printers, Converters and Distributors from new territories. All of whom have been contacted and distributed appropriately throughout our global network.

Thank you Masanori san and the whole NSK team



Exquisite Re-board Stand

GSW South Africa, on the NSK stand with one of the several contingents of potential Re-board Partners eager to learn more about Re-board and our unique offerings



Fujifilm Re-board Cafe

Fujifilm 'Café Impresso' impressed the crowds and not only with the delicious coffee they served their visitors. The café fixtures, fittings and furniture were all Re-board. Very stylish design and most important, durable and able to withstand the 2 weeks duration of one of the biggest shows on earth.

Fujifilm

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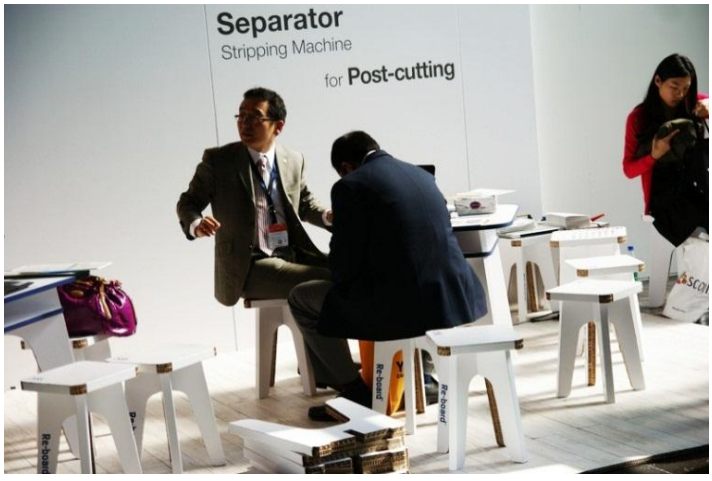
Stora Enso Stand

Stora Enso in Drupa News

HP



NSK

ESKO

Thank You

Fujifilm, HP, ESKO, Aristo, NSK & Stora Enso

For promoting and utilising Re-board on your stands throughout Drupa.

Clearly the material of choice for a reliable performance and durability under demanding conditions

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Aristo

Re-board Accents

Examples of some of the inspiring Re-board items found throughout the show.

It was immensely encouraging to witness the wide variety of Re-board applications all over Drupa

Canada
Adults Only

Re-Board; A Green…and Very Sexy Product!

The Project:

For the merchandizing of its new line of hi-end adult toys, S.D. Variations Inc. needed to come up with a display that would attract attention.

THE CHALLENGE:
To propose to this Laval QC based wholesaler a unique concept, that would be eco-friendly, stylish, lightweight and providing some information on the products while protecting them against theft.

PRINTING:
After creating the industrial drawings, we began by printing on the Re-board panels, the graphic designed by Pierre-Frédéric Roy, our designer. Our HP Scitex FB6700 (Corejet) printer was chosen for its exceptional precision and fully flexible water-based inks.

CUTTING:
After printing, the panels are sent to our Zund digital cutter. This step creates the formal aspect of the display in addition to providing all the necessary assembly details. Only specialized equipment specific to Re-board should be used to perform this step.

ASSEMBLY:
The assembly was complex due to the presence of several elements, some of witch electric: an acrylic anti-theft panel, LED lighting, a flyer-holder and a digital photo frame. So we had to assemble the display before delivery. Although most Re-board projects are designed to be delivered flat, with assembly instructions, sometimes the nature of a project requires another solution.

PACKAGING:
Given the large size of the displays, we had custom boxes made to ensure necessary protection during transport. Moreover, after cutting the displays, we were left with enough waste material to build our own skids made of Re-board.

Many thanks to our Partner Pierre Lachapelle of Groupe Bo Concept for copy & sharing this interesting Re-board project

Re-board Award for Best Small Expo Stand

Singapore Shines

Our Re-board team from Spicers Singapore organised an award dinner recently in honour of Profoto Digital Services Pte Ltd.

The prestigious award for Best Small Re-board Stand was presented by Genevieve Chua to Mr.Lock Hui Koon, Managing Director of Profoto Digital Services Pte Ltd.

"On behalf of Profoto Digital Services Pte Ltd, I thank you for the recognition and support", Mr.Lock Hui Koon.

Congratulations guys, for the exemplary stand design you produced for FESPA, a deserving Re-board winner.

Spain

Re-board at Hispack Barcelona

Always somewhere

While the industry focus was on Drupa recently, Re-board could be found in other expo, open houses and events around the world.

Our Spanish Partners Proyecta produced this spectacular and unusual Re-board stand for Hispack Barcelona

Re-board Events

NSK Asia
Sign & Display show 2012 13-15 June
Osaka Nanko ATC Centre
Interphex Japan 27-29 June
Tokyo Big Sight
Hong Kong Retail 12-14 June
Promotional Goods Expo 4-6 July
Tokyo Big Sight
International Sign Display China 11-14 July
Taiwan Graphics Aug
Sign & Display Japan 13-14 Sept
Tokyo Pack 2-3 Oct

Sales Team Visits

Andreas
Stora Enso India Strategy Meeting 18 June
International Sign Display China 11-14 July
Eco-Print Europe 26/27 Sept
Tokyo Pack 2-3 Oct
Pipeline, Norway, Italy & the Baltics

Kieron
RTC Ireland 7 - 8 June
Hong Kong Retail 12-14 June
Nestle Workshop 26 – 28 June
FESPA Mexico 20-22 Sept
Tokyo Pack 2-3 Oct
Pipeline, Belgium, Holland & Spain

Re-board Conference 2012

Notification of our forthcoming Re-board Conference has been issued to our network . Look forward to another action packed event.

Re-board Network

Keep us up-to-date on your scheduled events featuring Re-board. We will endeavour to support and help promote your Re-board event across our collaborative network and throughout the Stora Enso Re-board contacts that include many global brand owners. Contact Kieron as usual.

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2012 Holiday Closure

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June 6th National Holiday
Annual summer closure
Friday 6th July - Re-open Monday 30 July
Seasonal Holiday closure
Friday 21st Dec – Re-open Monday 7th Jan 2013

Re-board Showroom Switzerland

Iconic Cow

Thank you to Rolf Bösch, Business Development Manager at Igepa Adoc SA our distributor in Switzerland, for setting up the Re-board showroom.

John Södersten

New Employee

As part of our investment program and commitment to continuously improve, we welcome on board John.

John previously worked at Saab Aircraft as an aircraft electrician. He has developed and manufactured instrument panels for Eurocopter and avionics installations.

He worked within the strict procedures of the 'Non Objection Statement' and 'Minor Change' procedure from EASA (European Aviation Safety Agency).

John developed and built test rigs for simulation and development of the Vision for SICK IVP. Sick IVP is the global leader in motion and sensor technology.

From 2010 John was employed as a 'Steering & Control Technician' at YIT, debugging and development of the process and equipment.

Now employed by Stora Enso Re-board, his tasks include the development and improvement of machines and processes and is responsible for service and maintenance. Welcome to the team John.

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Editor: Kieron Loy
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