



Mailbox News

Stora Enso Re-board

Issue 35, Aug 2012



Double Digit Growth Continues

We are proud to report again, **Significant Double Digit** growth over the same period last year and a record breaking month in June, the highest sales in a single month to-date. Our growth is in spite of the current challenging economic climate facing us all. The Re-board brand and reputation is rapidly gaining traction in regions new and old. Re-board is becoming widely known as the material of choice across a variety of segments and applications. Importantly, Brand Owners and Designers are specifying Re-board for their projects and campaign roll-outs. We have seen collaboration between Brands and our Partners across borders. Several of our Partners have secured substantial contracts. Some contracts are scheduled over long periods. Distributors are reporting a 'maturing' market receptive to Re-board solutions and acceptance into new industrial applications. We sincerely thank our entire network for making this result possible. Thank you all for your determination, hard work and dedication in pushing Re-board forward.

Increased Demand for Re-board Training

We have experience a rapid growth in the demand for Re-board Training and the introduction of new Re-board Partners over the past 12 months. Many Re-board Partners come from new territories with impressive customer accounts. Others join our network because their clients specify Re-board, such is the growing brand awareness among professionals and our industry. We currently have Re-board Training Centre's, RTCs, in Osaka, Tokyo & Dublin with more RTCs in the pipeline.

Due to demand we have added another training session in Dublin. The training dates until year end are;

12 th & 13 th	September
17 th & 18 th	October
14 th & 15 th	November

Kindly contact John directly to check availability and book your place john@oriamgreen.co.uk

We look forward to welcoming you on-board.

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Nestle Re-board Workshop



Nestle

In June we had the opportunity to introduce Re-board and the unique Re-board business solution to a team of Buyers from Nestle. The team spent three days with us visiting our Lahti and Imatra Plants in Finland. The Nestle Buyers gained 'Hands-on' experience assembling Re-board mini-chairs and insight into the capabilities of our Partners around the world through our Presentations.

Christinger HP Re-board Event



Switzerland

Also in June, Christinger, one of our Re-board Partners in Switzerland, held a international HP Event for five days as a Beta tester for the HP Sitex FB7600. They showcased the print quality, speed and productivity using Re-board. Naturally the location was full of Re-board stands, furniture, fixtures, fittings and signage.

Shanghai



Re-board impact at International Sign & Display, Shanghai

During four hot days in July, Andreas Hornfeldt, DJQ, NSK and Re-board made a big impression at the International Sign & Display exhibition in Shanghai. The Re-board booth attracted not only countless Chinese visitors but also many international representatives. Our Shanghai distributor DJQ, did a splendid job ensuring that Re-board was the only material visible in the Esko, HP, Fuji Film, Agfa and Efi stands. Some amazing Re-board displays could be found around the exhibition halls, for example the eye catching airplane from 'Shanghai EYEMOVE Imaging & Printing Co'. We are also proud to announce that, at the HP price ceremony during the exhibition, our customer '11 FTE Enterprises Inc', from the Philippines, was awarded the 'HP Digital Print Award 2012' in the category 'Environmental Responsibility'.



Bangkok

New Distributor

We warmly welcome C.G.S. (Thailand) as our new Re-board distributor in Thailand. C.G.S. (Thailand) is a company that has a longstanding business relationship with NSK spanning more than 10 years. They are a leading provider of printing, application, and service e.g seal label, packaging, corrugated board, folding carton, flexible packaging, for brand owner, designer, and trade shop. Mr. Noppadol Krairisksh, MD of C.G.S. (Thailand), hosted an impressive Re-board launch at the Thailand Engineering Expo in Bangkok. Re-board was appreciated by everyone from enthusiastic kids in a Re-board car to prominent guests from the business community.

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Brazil & Argentina



Re-board South America

While Andreas Hornfeldt was over in Shanghai and Bangkok, Kieron Loy was in South America drumming up business and meeting new Re-board Distributors from the various regions. At the Serigrafia Expo in Sao Paulo, we showcased Re-board and its range of applications to an entirely new audience and was able to describe our business concept to potential distributors. Exciting times ahead throughout South America with deals currently in progress and plans afoot for expansion.



Hong Kong Retail Asia

Hong Kong Retail Asia

Stora Enso Re-board was invited to speak at the Retail Asia Expo in Hong Kong, hosted in the convention centre. The Expo attracted major brand owners and retailers from around the world over a three day period. There were several Re-board Partners with stands at the show, each reporting a high level of interest in Re-board. A Hong Kong TV Channel at the show was so impressed with the 'DCG Display & Design Company Ltd' stand featured below, that they decided to shoot a newsreel and interview the team there and then.



*DCG Display & Design Company Limited Stand
supported by Media By Phone*



New Re-board Partners

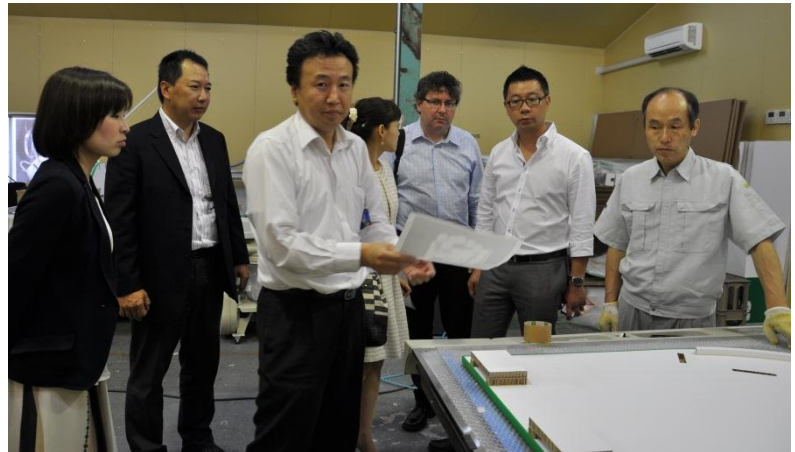


Training Session, Osaka

Two new Re-board Partners from Australia attended our June Re-board training session in Japan, Osaka. A very warm welcome to you both and welcome to the Re-board global community.

Please Contact the RTC Japan directly to check availability and book your seat.

Contact Kayo Nomura kn@nksystem.co.jp



Unilever



Unilever Visit

We gratefully thank Unilever for spending time with us recently in Brazil and for their enthusiasm getting to know Re-board in-depth. Artwork Digital, our longstanding and highly skilled Re-board Partner based in Belo Horizonte, took time out of their busy schedule to demonstrate the work flow of Re-board through their facility, from design, conversion, to finished 3D items.

New Territories Costa Rica, Guatemala, Panama

Re-board Expansion Continues

Welcome to our new Re-board distributor for Costa Rica, Guatemala and Panama, Mariana and Jaime of RB Mexico.

For all Re-board sales enquiries in these regions, information about becoming a Re-board Partner and Training, please contact Mariana.

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Claus Lindhardt, Lene Højløkke with Pom Frit, Thomas Theilmann, Niels Theilmann, Marlene Thomsen and Christian Heegaard

New Re-board Partner Print Solutions, Denmark

We welcome Print Solutions ApS to our network. Print Solutions is modern company, with all the latest equipment. Their mission is quite simple, 'We want to be the best in our field'.

They provide a full spectrum of services within printing and processing utilising the latest equipment. All equipment is less than 2 years old and latest models, including the new Esko Kongsberg IXL-24 cutting machine. They are the only fully equipped converter in Denmark, an authorised Re-board Partner, flatbed printers, Esko Kongsberg cutting table, and fully trained and highly skilled personnel.

Print Solutions, 'Through our certification, access to all production drawings. It is a unique opportunity to design unique, bespoke Re-board products for your company. Not like ordinary portable exhibition systems which, in our opinion, is getting a little worn looking. Your new Re-board Partner'.

Re-board Events

Taiwan Graphics Aug

Sign & Display Japan 13-14 Sept. NSK

Green Build/Retrofits 19-21 Sep Thailand. CGS

Tokyo Pack 2-3 Oct, Japan. NSK

Sales Team Visits

Andreas

Eco-Print Europe 26/27 Sept (Keynote Speaker and Re-board/Network Stand)

Wideco Open House 18-19 Oct, Finland

Scanpack 23-26 Oct, Gothenburg

Pipeline, Norway, Italy, Denmark

Kieron

Re-board Training Coaching Mexico

Set-up Re-board Training Centres Oct-Dec

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.

2012 Holiday Closure

Seasonal Holiday closure

Friday 21st Dec – Re-open Monday 7th Jan 2013

Feedback from the Field

Re-board Partners

This edition of Mailbox news, our first since our annual summer closure, centres mainly on the meetings, events, open houses and expo's we have attended recently.

Many of our Partner have sent in great news articles with stunning images. Others have setup Re-board showrooms at their facilities. While others have won awards for their amazing Re-board projects. We will feature these in our future editions of Mailbox **News**.

Re-board Distributors

Kindly remember to keep us informed about your up and coming Re-board promotional events or interesting Re-board news articles that you hear about in your region.

Congratulations Masanori san



We sincerely wish Masanori all the very best for the future and congratulate him on his recent promotion to MD of Nihon Seizuki Kogyo Co, Ltd. You and the NSK team have done an outstanding job with Re-board for many years, and you deserve the recognition and responsibility of the position.

Best wishes for continued success.

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Stora Enso Re-board
Newsletter for Partners

Editor: Kieron Loy

You can find copies of past publications at
www.storaenso.com/reboard