Mailbox News

Stora Enso Re-board

Issue 38, November 2012

Re-board Conference, Marbella 2012

Re-board Distributors and Partners from all corners of the globe attended the Re-board Conference held in Spain, Marbella. We gathered at our wonderful location minutes from Puerto Banus for a week of active discussions and strategy planning. We sincerely thank all participants and have taken on-board the many superb suggestions and offers of support we received throughout the week. Great feedback during, and post conference from all. Special thank you to the Re-board Partners that gave informative presentations. They shared their experiences, expertise and projects to further strengthen our collaborative global network. And thank you to our guest speaker Ohto for his inspiring presentation.

We showcased the new and second **Re-board Design Database** that is full of spectacular, ready to use designs. Also the amazing '**3 minute Re-board infomercial**' sales video targeted at brand owner and retailer buyers. Both are exclusive offering to help our Re-board Partners business thrive.

The Design Database. Exclusive to Re-board Partners
The new Design Database is exclusively available to our loyal Re-board Partners. To obtain your username & password email Kieron.loy@storaenso.com requesting access.

Sales Video. Available to Re-board Partners and Distributors
Details of how to obtain your personalised copy of the Re-board infomercial will be emailed to our network.

Re-board Awards 2012

Northern Design, Spain

NSK, Japan

Congratulations to All the Re-board Award Winners 2012

Distributors: Global Award

Re-board Award 2012	Company
Fastest Expanding Market	Igepa Adoc
Fastest Expanding New Market	RB Mexico
Promoting Brand Awareness	NSK
Most Partners Trained Feb-Oct 2012	Northern Design
Most Partners Trained Feb-Oct 2012	Igepa Adoc

Re-board Partners: Excluding Asia & Australia

Re-board Award 2012	Company
Best Expo Stand	Grupo Rafael
Best Small Expo Stand	Proyecta
Best Shop-fit	Cartone
Best Novel Item	Eco Rock
Best Novel Item	Grosvenor Branding Solutions
Best Project	X Branding
Best Video	Artwork Digital
Best Network Collaborator	Retail-Now

Oriam Green, Ireland

Retail-Now, Mexico

Re-board Partner Focus
SEPOMINDO Piezoprint

Re-board Solutions For Top Brands

Our Indonesian Partner Sepomindo Piezoprint are always busy supporting and providing many top brands Re-board solutions for their in-store display needs. Starbucks, Tic Tac, Coffesso and Marina to name a few, turn to Sepomindo Piezoprint repeatedly for their Re-board expertise and solutions.

Thank you Sepomindo Piezoprint for sharing these splendid projects. Keep up the excellent work and continue raising awareness and the capabilities of our superb brand, Re-board. Well done Team.

Re-board Partner Focus
IDL worldwide

Wal-Mart Seasonal Archway

Our Re-board Partner In the USA, IDL Worldwide, was engaged by Wal-Mart directly to design and produce a seasonal archway for Wal-Mart's toy department for select stores around the country. The Re-board Arches were produced and shipped seamlessly. The reason that Re-board was chosen by Wal-Mart was because of it's superior and unique structural integrity as well as its ability to be easily recycled.

IDL Worldwide anticipate that additional arches could be forthcoming for other seasonal promotions or potentially creating a structure for easy graphic updates. The main structure is composed of 3/8" Re-board. The supports that attach to the gondolas is 3/8 and 5/8". The circular disc in the centre is B-Flute corrugated. Graphics are printed on both sides of the display. Another marvellous Re-board project

New Distributor
Venezuela and Colombia

Welcome on-board to our new Re-board Distributor for Venezuela and Colombia, **3MK Barna Sales S.L**. It was our pleasure to introduce **Kai Siegel** of 3MK Barna Sales, to many of our experienced Re-board Distributors when he joined us at the recent Re-board Conference. It has taken several months of meetings between Kai and Stora Enso Re-board to develop our strategy for entry into these exciting new markets full of opportunities.

Kai has joined a winning team, blue jackets optional!

Mexico RTC
Our New Re-board Training Centre

New Re-board Training Centre, Mexico City

We are very proud to announce the opening of another Re-board Training Centre RTC, Mexico City, our 4th Re-board Training Centre. We sincerely thank the LMI Team Mexico, especially Abel Borzato Fachinetti for being such a wonderful host. Also RB Mexico for their successful Re-board launch onto the Mexican market. We were able to meet many new Re-board customers throughout Mexico earlier this month and conduct two sold-out training sessions. Welcome on-board to all our new Mexican Re-board Partners. See you again in March 2013 for more sold-out training sessions and a meet and greet of several major brand owners.

RTC Training Dates 2013

Ireland

Jan 30/31 Wed/Thr

April 10/11 Wed/Thr

June 5/6 Wed/Thr

Aug 28/29 Wed/Thr

Oct 30/31 Wed/Thr

Contact;
john@oriamgreen.co.uk

Osaka & Tokyo

Jan 22-23 ART(Asia Re-board Training)
Jan 24-25 ArtiosCAD Re-board Design Training

Mar 26-27 ART(Asia Re-board Training)
Mar 28-29 ArtiosCAD Re-board Design Training

Jun 11-12 ART(Asia Re-board Training)
Jun 13-14 ArtiosCAD Re-board Design Training

Sep 3-4 ART(Asia Re-board Training)
Sep 5-6 ArtiosCAD Re-board Design Training

Contact; kn@nsksystem.co.jp

Mexico

March wk 12

June wk 25

Sept wk 39

Contact;
mariana@re-boardmexico.com

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Features & Analysis

He to she

The Hollywood starlet who started out life as a man

News quiz

What's the viral video Dumb Ways to Die warning of?

BBC Features Eco-Rocks Award Winning Re-board Display

Congratulations to our Partner Eco-Rock for making BBC news. Eco-Rock produced this fine example of a touring Re-board expo unit for a European road-show, a life size 6m Section of the CERN Large Hadron Collider (LHC). The Re-board LHC was prestigiously on show in Westminster and viewed by PM David Cameron. The tour continues throughout Europe. LHC is a gigantic scientific instrument near Geneva, where it spans the border between Switzerland and France about 100m underground. It is a particle accelerator used by physicists to study the smallest known particles.

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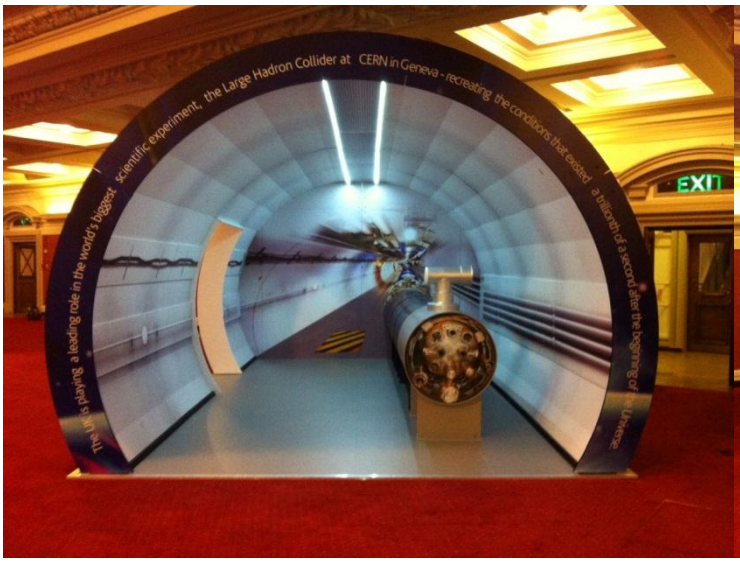

Re-board Events 2013

NSK Re-board Expos
Mar 5-8 JAPAN SHOP
Jun 26-28 Promotion EXPO
July 10-12 Interphex
Sep 19-21 Tokyo Sign & display show

Oriam Green Re-board Expos
April 30- 5 May Sign & Digital B'ham UK
Jun 22-28 FESPA London

PMH Re-board Expos
24- 25 April Sign & Print Denmark
Jun 22-28 FESPA London

Nova Print Re-board Expos
August Expo Sign Argentina

Wideco Re-board Expos
17 – 19 April Finngraf Finland

Stora Enso India Re-board Expos
21 – 23 Feb In-Stora Asia Bombay

Sales Team Visits 2013

Andreas
Japan Feb Re-board Asia Conference
TBA Europé/Asia

Kieron
UK Jan Partner Visits
Ireland Jan 30/31 Training
Mexico March Training
TBA Europe/USA/South America

Re-board Conference 2013

Since our Re-board conference in Marbella last week , many participants have expressed their satisfaction with the venue and location. It was our intention to hold the 2013 conference in Germany, Nov 2013. We will now reconsider in light of the response we have received.

Re-board Network

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

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2012 Holiday Closure

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

New Logo's for our Re-board Training Centres

Re-board® Training Centre Dublin

Re-board® Training Centre Tokyo

Re-board® Training Centre Mexico

Video Vault

Indonesia, Re-board cabinet made by Re-board Partner PT Eden Pison
LINK
Brazil, various videos made by Re-board Partner Artwork Digital
LINK Hummer
LINK Harley
LINK Stand
Taiwan, Aim Culture show a range of amazing Re-board projects
LINK
Our Partner in Australia Next-Printing produced this fabulous video
LINK

Mailbox News

Stora Enso Re-board
Newsletter for Partners

Editor: Kieron Loy kieron.loy@storaenso.com

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