



Mailbox News

Stora Enso Re-board

Issue 41, February 2013



Digital Content Exhibition

Happy Chinese New Year, year of the Snake. Our Asian Partner, Aim Culture, produced stunning Re-board Items for a whole exhibition site. Held in Kaoshiung, Taiwan at the MRT Formosa Boulevard Station. This was a government project to showcase Taiwanese abilities and capabilities in the digital industry. The exhibition was open to public, and since it was located at a major tourist attraction site, it attracted droves of tourist and locals alike. This exhibition was the first digital content exhibition and attracted major digital companies from throughout Taiwan. Re-board. gaining further exposure and delighting the public.



The Inventor

The Birth of Re-board



Andreas Hornfeldt with Karl-Gustav Ericsson

**Invented by
Karl-Gustav Ericsson**

**Perfected by
Stora Enso Reboard AB**

Award winning Inventor Karl-Gustav Ericsson Talks about the advent of Re-board

Andreas and Kieron recently had the honour of meeting the man behind our amazing substrate Re-board. Karl-Gustav Ericsson, an unassuming, softly spoken gentleman and prolific inventor, gave us first hand insight into how he came about inventing a paper-based sandwich board and the reason behind his idea.

In the 80s Karl-Gustav was involved in the development and production of sandwich boards made from materials such as plastic, wood and aluminium. His sandwich boards are used in the transportation industry such as caravans, cars and even aerospace. By the mid 90s Karl-Gustav came to the realisation that a paper-based version would create new opportunities across a wide span of industries including the Graphics Industry. His main motivation however was his environmental concerns. He reasoned that we could not continue consuming raw materials, at the rate we do without seriously impacting our finely balanced Planet. Karl-Gustav was thinking 10, 15 years ahead. He set about experimenting with various paper qualities, liners and fluting until he came to a fully recyclable, high quality and high performing paper-based board. The first of its kind that was not based on the well-known honeycomb structure. In 2003 he was awarded a prize for his invention by the Swedish Government, Department for Innovation 'Create'. He was featured extensively in newspapers and trade magazines that praised his brilliance and invention. A translated extract from the 2003 edition of the Swedish magazine 'Uppfinnaren' (The Inventor) follows:

Huge market for board made of paper

The CREATE prize went to inventor Karl-Gustav Ericsson in Sundsvall Västernorrland.

What we have is a new board material entirely from paper that is lightweight and strong, and that is possible to cut and fix firmly with screws. Other advantages is that it is produced without pollutants and therefore recyclable outright. It can also be impregnated with a non-hazardous flame retardants. It can be used in a range of areas such as furniture, packaging, exhibition stand walls and billboards. In the future it will also be used to build houses with. The uses are many and probably unprecedented. Interest in the board is enormous. Among the various purposes, many applications will be for use inside stores. Even today, it is being tested in the major multinational Kraft Foods grocery stores in Malmö, which also owns important brands that include Gevalia, Marabou and Estrella.

Production is in Söråker while the graphic print and cutting is done by the company Design Force in Norrköping. The goal, says Karl-Gustav Eriksson to Sundsvall newspaper, is that within five years we achieve volumes that will create jobs.

Source; Uppfinnaren 2003, No 5

When you consider the above article was written 10 years ago, you realise Karl-Gustav is an incredible visionary. We can safely say that Karl-Gustav achieved many of his goals, created jobs and help reduce the negative impact on the environment. It was most enlightening to eventually meet this amazing gentleman.

Revisit Re-board TV Studio



In the Spotlight

A while back our long term Partner 'Digiforma' fitted out a complete TV stage set using Re-board as opposed to the traditional materials. Our Partner program has increased four fold in 18 months, we thought it was time to share this incredible Re-board application with the Re-board network new and old.



Re-board Training Expanding the Network



Sold-out Re-board training sessions

The training centres in Osaka, Tokyo, Mexico City & Dublin are in demand, selling out training sessions months in advance. Our Re-board Partner Program has grown at an incredible rate over the past 18 months, due to increased awareness of our brand, Re-board. Check with your local distributor for more information.



Ireland RTC January 2013



Far and wide Re-board Everywhere

Drinks Bar & Portal

Our Partner Global Imaging in Canada produced this large drinks bar and portal recently. The portal situated behind the bar is 16 feet wide and made entirely from Re-board. The client was delighted with the result achieved using Re-board and the project turned out to be a huge success. Well done guys.

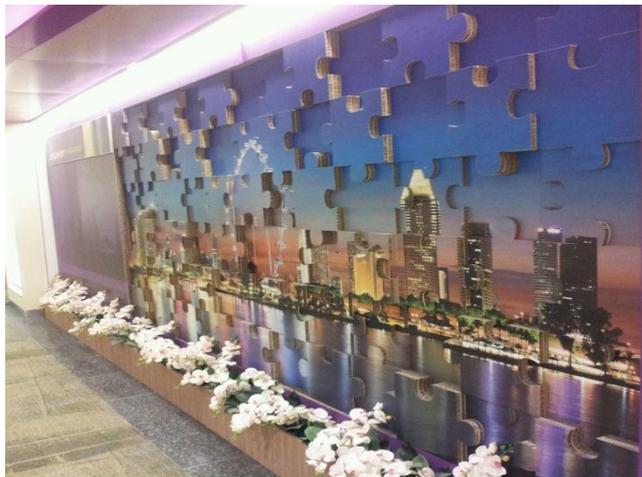


Barilla

To promote a new line of pasta called Picollini, Barilla chose Re-board. The Re-board stand was designed specifically for kids. They wanted a movable display, a "show kitchen" for children, required that the display was able to fit in a VW Sharan and easy to set up in shopping malls by two people. Thank you to our Partners Repro Team for sharing this Re-board Project.

Expo Stands

Frédéric Keppi of Graphik of Nancy France produced these expo stands and elements to promote the Alsace region



Jigsaw Wall Display

A Re-board wall in Singapore Changi Airport. Another great job by our Partner Profoto Digital Services Pte Ltd.

Re-board stand for Anamalz

Re-board expo stand and POS displays were recently featured at the German Toy Fair. The stand and its twin will also be featured at the New York Toy Fair.

Anamalz are very conscious about using an environmentally responsible product for their display needs. Our Australian Partner 'Resolution Imaging' look forward to forging a long lasting relationship with Anamalz and Re-board



Print Solutions Re-board Focus



Re-board Showroom

As reported in previous newsletters, many of our Partners are installing permanent Re-board showrooms and reception areas to effectively demonstrate the durability and versatility of Re-board. Here is another fine example by our Partner, Print Solutions based in Denmark. Since joining the Re-board network Print Solutions have proactively promoted their Re-board capabilities and collaborated with other Re-board Partners around the world. They are determined to become the number one Re-board solution provider in Denmark. They are currently working on several exciting Re-board projects which they hope to share soon.



Exclusive Offer New Design Database

Find Inspiration : Save Money : Save Time
Rapid Quote : Impress Clients

Re-board Partners Only

The New Re-board Design Database by NSK is exclusively available to our loyal Re-board Partners. If you are a Re-board Partner and haven't already done so, email Kieron.loy@storaenso.com and request access.

The Design Database is packed full of splendid, ready to use designs and cutting files. New designs are added frequently so be sure to log-in regularly. This database is for our Partners only. For more information about our Partner Program please contact your local Re-board distributor. A list of Re-board distributors can be found on our website www.storaenso.com/reboard. Lets help you grow your business.

[Home](#) > [ArtiosCAD](#) > [Re-board Design Data List](#) > Details



© BACK

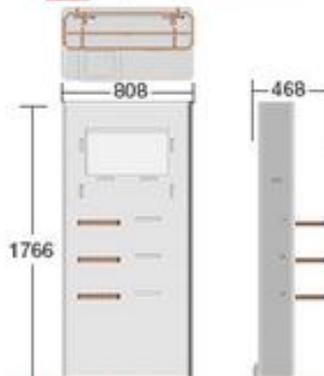


ArtiosCAD Design Data

Product Name:[471]Monitor-display01



Open 3D Preview



You need to login before downloading. Please click on "Login" at the top of this page.

Summary	
Paper Used	1.6mm(2200mm) x 2 Sheets
Author	NSK
Price	-

Product Category

ArtiosCAD
CAD for packaging

Re-board Design

Re-board Standard

Display Design

Package Design

Standard Data

Pur.Data History

Re-board
material

Accessory list

Training

Buyers Guide
for first time users

About
shipping prices



Record Sales, January

We are proud to report Significant Re-board sales growth over the same period last year.

Our growth is in spite of the current challenging economic climate facing us all. The Re-board brand and reputation is rapidly gaining traction and becoming widely known as the material of choice. Importantly Brand Owners and Designers are specifying Re-board for projects.

We have seen collaboration between Brands and our Partners across borders for campaign roll-outs. Several of our Partners have secured substantial contracts with more in the pipeline.

Distributors are reporting 'maturing' markets that are now receptive to Re-board solutions across a variety of industries. 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

Sales Team Visits

Andreas

Tokyo Conference 20 – 21st Feb
Denmark 24 – 25th April
Pipeline, Italy

Kieron

Spain & France 11 – 15th Feb
Holland 18 – 22nd Feb
USA 25th – 1st March
Mexico Re-board Training 18 – 22nd March
Pipeline, Belgium, Switzerland & Germany

Re-board Network

Remember, Mailbox News is distributed and read by Brand Owners and Major Retails around the world. We have a readership of many thousands. Send us images of Re-board projects to include in future newsletters and promote your company globally. Keep us up-to-date with your Re-board events so we can support and help you promote Re-board . Feel free to forward this and all our newsletters onto your own contacts. All newsletters can be found [HERE](#).

2013 Plant Holiday

Seasonal Holiday closures and other holidays will be advised soonest

Re-board Training Book Early to avoid disappointment

Ireland

Jan 30/31 Wed/Thr **SOLD OUT**
April 10/11 Wed/Thr **Few Places Left**
June 5/6 Wed/Thr
Aug 28/29 Wed/Thr
Oct 30/31 Wed/Thr

Contact;
john@oriamgreen.co.uk

Mexico

March wk 12 **Additional Session Added**
June wk 25
Sept wk 39

Contact;
mariana@re-boardmexico.com

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@nskssystem.co.jp

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](#)

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Stora Enso Re-board
Newsletter for Partners

Editor: Kieron Loy kieron.loy@storaenso.com

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