

Re-board Newsletter #06

June 2009

Musica ex Machina – Music in a Box

SCF Consorzio Fonografica commissioned Central Saint Martins College of Art and Design to redesign the jukebox in a contemporary way. Ben Hughes, the designer, worked with Per-Henrik Branzell at Design Force to realise a novel proposal created entirely from Re-Board.

The prototype was exhibited during the Salone Internazionale del Mobile April 22nd - 27th in the prestigious Milan Triennale.



Contemporary jukebox made in Re-board.

Re-board at Birmingham Sign & Digital Expo

Design Force supported our new partners Northern Design UK Ltd in showcasing Re-board to the UK market during the Sign & Digital Expo 28th – 30th April in Birmingham. The booth, entirely made in Re-board, created a massive interest among the visitors. Examples of the eye-catching Re-board items were a backlit Re-board sign and a very realistic model of the famous Big Ben clock tower.



The Re-board booth at the Birmingham Sign & Digital Expo impressed numerous visitors.

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Re-board Recycling Stations

Elretur, a Norwegian non-profit organisation focused on recycling of electrical and electronic waste, has discovered the benefits of Re-board. During two successful campaigns, several models of recycling stations made of Re-board were placed on parking lots outside supermarkets in Norway. The green image of Elretur was enhanced by the paper-based recycling stations and Re-board was the only option for this outdoor application.



One of the Re-board recycling stations used by Elretur.

Design Force Exhibited on Wal-Mart Sustainable Packaging Expo

Design Force is now increasing the effort to promote Re-board to Wal-Mart, the largest retailer in the world with 2.1 million employees and a turnover exceeding \$400 Billion. During the recent Wal-Mart Sustainable Packaging Expo – a limited invite-only expo – Re-board certainly generated a lot of interest, coming away with great reviews, feedback and enthusiasm for the product. After the expo, instead of recycling the Re-board expo stands, Design Force donated two stands and expo material to the North West Arkansas School of Fine Art. Wal-Mart thanked Design Force for further their sustainability message and collaborating with the local community in such a novel way.

News in short

New Website

Our new [website](#) has now been up on the Internet a while. To keep a clear structure, we have created 3 separate sites. One site (www.re-board.net) is dedicated to the Re-board material only, in order to work as a marketing tool for our partners. Please send any feedback you may have regarding the websites to martin@designforce.se.

Re-board Design Database

The [Design Database](#) is now available to anyone to view from the Re-board website. However, only Preferred Partners can login and download cutting files. New designs will be added as we go. The backlit sign, the Big Ben model and the recycling station in this newsletter are all among the available designs in the database.

New Distributors

We have the pleasure to welcome three new members of the Re-board distributor network:

- [Igepa group](#) are now official Re-board distributor for Germany and the Netherlands.

- [Northern Design UK](#) are now official Re-board distributor for United Kingdom.

- [First Enterprises Corporation USA](#) are now official Re-board distributor for USA.

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