

# Re-board® Newsletter #11

January 2010

## Hot Display, Cool Products

Light My Fire specialises in outdoor accessories that are as practical in the city as they are in the wild. From making fires to eating meals – their products have been taken to heart all over the world.

CEO Calill Odqvist comments

*-We have worked with Design Force for several years now. In fact both companies have matured from humble beginnings to global business in parallel. Our products are designed to be outdoor quality products for the most demanding customers. The tone of our brand shouts "healthy outdoor living" so it was essential to select a POP display material that reinforces this. We sell fire. Real fire as much as inner fire. As a company Design Force possess that same inner fire for Re-board® as we do for our products. We are very happy with the quality of service Design Force provides and always look forward to working with them.*



Light My Fire Re-board® display.

DESIGN  
FORCE

## Knock – The Re-board® Park

The brief was, "Do something spectacular for our clients Road Show". The concept agency [Knock](#) designed a Walk-in-park, and we got the task not only to produce these stunning trees but also the flight containers used to securely transport the Re-board® displays around Europe. Many of the worlds most exclusive designers have collaborated with Knock's client over the years. Jimmy Choo & Sonia Rykeil are the latest guest designers to grace this retailer with their exclusive fashion garments.



## Re-board® Expansion Plans

We have started 2010 with a sharp focus on establishing an enviable geographic footprint to support the ever growing global demand for Re-board®. Training sessions of Stora Enso staff is ongoing, tapping into a vast team of sales and technical support. Planned CapEx investment of new Re-board® Production Plants are in progress along with more Training Centres and Showrooms. Investment in the Norrköping Plant in both Labour and CapExt is afoot. We have increased production output by extending the first shift with a second shift planned to start end of March followed by a 3<sup>rd</sup> shift later this year. All this, coupled with the escalating family of Re-board® IPR's strengthens our portfolio of assets.

## Stora Enso listed again in the Dow Jones Sustainability Indexes

Stora Enso has achieved a listing in the **Dow Jones** STOXX Sustainability Index for the 9th year running, as the only European forestry and paper company listed in the Dow Jones Sustainability Indexes (DJSI). Stora Enso received top industry scores for climate strategy and environmental reporting and management, as well as the eco-efficiency of the company's operations.

Stora Enso's sustainability work has also been recognised by the following listings and indexes:

### *Global 100: Most Sustainable Corporations in the World*

Stora Enso is considered among the "best in class" in the forest products industry with regard to the management of environmental, social and governance risks and opportunities. The Global 100 Most Sustainable Corporations in the World ratings were initiated by Corporate Knights Inc. and Innovest Strategic Value Advisors Inc. in 2005. The 100 top sustainability performers are chosen from the MSCI World Index of some 1 800 publicly-traded companies.

### *FTSE4Good Index*

Stora Enso has been consistently included in the FTSE4Good Index since 2001. The FTSE4Good Index Series has been designed to measure the performance of companies that meet globally recognised corporate responsibility standards, and to help investors identify such companies. The index focuses on environmental management, human and labour rights, supply chain labour standards and efforts to counter bribery.

### *Climate Disclosure Leadership Index*

Stora Enso is ranked as the third best corporation among Nordic carbon-intensive companies, and as the best paper and forest products company in the Nordic region. The Carbon Disclosure Project (CDP) is an independent non-profit organisation backed by over 385 institutional investors with a combined USD 57 trillion of assets under management. The CDP gathers information on corporations' greenhouse gas emissions, climate change related risks and opportunities, and sets standards for carbon disclosure methodology and processes.

### *World's Most Ethical Companies*

Stora Enso has been named as one of the Ethisphere Institute's World's Most Ethical Companies for 2009. The World's Most Ethical Companies are selected by the Ethisphere Institute, which is dedicated to the research, creation and sharing of best practices in ethics, compliance, and corporate governance.

## Expo's 2010

Please plan a visit to at least one of the following exhibitions, where Re-board® will be represented:

- Japan Shop, Tokyo (Japan), March 9 – 12
- Euro-Reklama, Poznan (Poland), March 10 - 12
- POPAI Paris (France), March 30 - April 1
- The 5<sup>th</sup> Annual Walmart and Sam's Club Sustainable Packaging Exposition, Bentonville (USA), April 6-7
- ISA International Sign Expo, Orlando FL (USA), April 8 - 10
- Sign Copenhagen (Denmark), April 7 - 9
- FESPA Munich (Germany), June 22-26
- Viscom Paris (France), September 21 - 23
- FACHPACK Nürnberg (Germany), September 28 - 30
- Viscom Frankfurt (Germany), September 28 - 30
- Emballage Paris (France), November 22- 25

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## Italian Licensee P-ONE manufactures Re-board® furniture for Art Exhibition

The idea of using a recyclable material for the construction of the furniture for a Chinese art exhibition in northern Italy was initiated by Fabrica (Benetton) and could be realised thanks to a meeting with Re-board® Licensee [P-One](#). An extensive range of furniture was designed and produced for the exhibition that opened in October last year and will go on until May this year. Brown and black Re-board® was used to create a wide range of creative shelves, counters, walls and other items.



## News in short

### New Distributor

We have the pleasure to welcome a new Re-board® distributor:

• [Spicers Paper \(Singapore\) Ltd](#), *Singapore*

### New Preferred Partners

We also have the pleasure to welcome 4 new Preferred Re-board® Partners:

- [Grupo Rafael](#), *Spain*
- [Neverland](#), *Italy*
- [Quadricroma](#), *Italy*
- [Vamos Italia](#), *Italy*

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