

Re-board®

Built-in Sustainability®

Newsletter #17, January 2011

Philips

Philips drive to replace their existing POS display units with Re-board® is well underway thanks to the hard work and effort of the Eco-Rock team in Dublin, Ireland and Oriam Green our distributor, UK/Ireland. Other Partners within the Design Force network are beginning to benefit from this drive and have already started producing POS displays for Philips.

Dan Shiel
Philips Sales and Product Manager Accessories Ireland said.

"Thank you for delivering the stands into the Philips Shop," said the buyer. "By all accounts, the users were very impressed. These are the best POS I have ever seen, and I genuinely mean that."



Litorama Italy



All other images by Eco-Rock Ireland



Welcome back Karoline

Karoline Lidberg is back after giving birth to her beautiful daughter Gwen just over a year ago. Karoline returns to her former function as Graphic Designer but with additional responsibilities. She joins our R&D team and part of her role is to train new Licensees and support our ever expanding global network. She reports directly to Kieron, see Organisation Chart below.

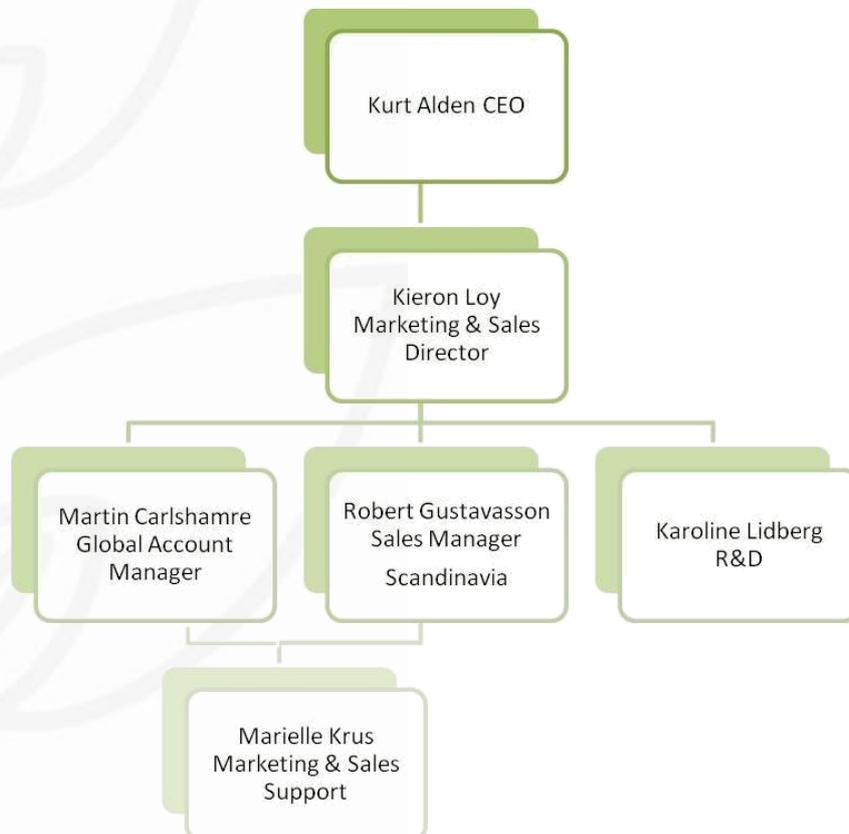
Karoline has been with Design Force from the very start and is the leading expert of Re-board® design and construction, second only to Kurt. She is assessing our current training programme with the aim of implementing improvements in the curriculum. Within the next few months she will be responsible and conduct all in-house Licensee training in Norrköping. This will enable Martin to concentrate on sales and account management. Karoline is part of the Design Force team that provides our Licensees on-site and remote technical support.



Organisation Chart; Customer Support

Below is the updated organisation chart showing the departments responsible for Licensee, Distributor and Customer support and sales. Other departments such as Production, Converting, Purchasing, QA & Finance are not shown here.

2011 is going to be a pivotal year for Design Force. It is our plan to proactively drive Re-board® sales together with our existing Partners around the globe within the graphics industry, and to expose Re-board® to new market segments. Therefore it was essential to have in place an organisation structure that is able to support these efforts. Over the coming months more changes and additions to the organisation will take place that are designed to support our planned growth and maintain our commanding position on the market.

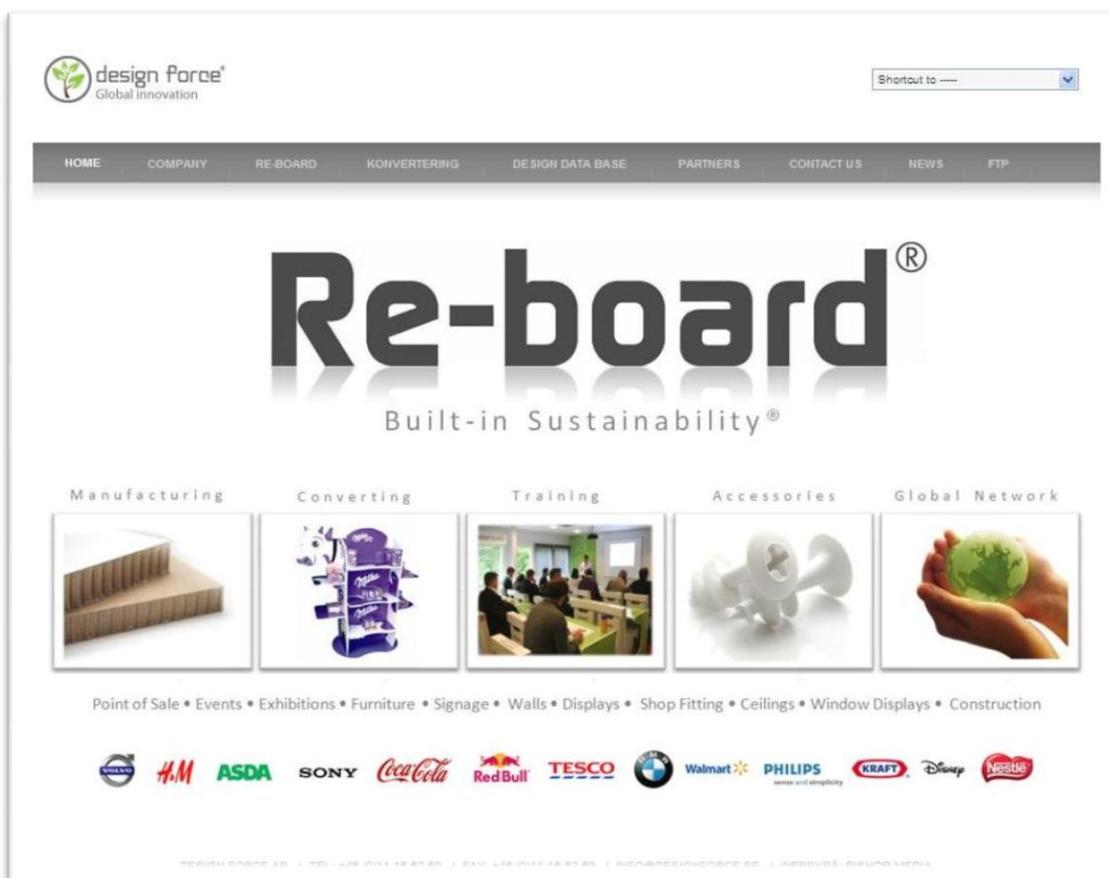


New Website

The sharp eyed among you may have noticed several changes happening within Design Force. We have completely overhauled our website to reflect Re-board® and our business offering more accurately. We have also changed our company logo, re-positioned our brand, Re-board® and introduced logo taglines. Mid February we will launch a revamped Re-board® brochure to compliment the new website. All this is part of our Marketing and Sales drive to further develop the Re-board® brand and to introduce Re-board® to a wider audience.

Some of our Partners have enquired whether it is possible to purchase and use the same website template as our new website. In general, we welcome this move as it helps to strengthen the Re-board® brand for the benefit of us all. However, we insist on checking the content before going live. Those of you interested in purchasing the template, please contact Wiktor directly, wiktor.soderstrom@bishop.se. For final content approval contact Kieron, kieron@designforce.se. Note, we cannot accept the use of 'Re-board®' wording in any domain configuration.

We hope you agree that the changes we have made are steps in the right direction, your feedback is much appreciated. Thank you to Wiktor and Marielle for their perseverance and to Michael Lyons for his invaluable feedback and counsel, Michael Lyons, Publisher & MD, Graphic Display Community (www.graphicdisplaycommunity.com) Graphic Display Professional magazine (www.gdpro.eu)



News in Brief

Re-board® at EuroShop 2011

Make sure that you don't miss the upcoming EuroShop 2011 expo in Düsseldorf, Germany, February 25 – March 2. Re-board® will be represented at the POPAI village in hall 5.

New Certified Licensee

We also have the pleasure to welcome a new Certified Re-board® Licensee:

- [CDDU](#), Norway

New Preferred Partners

We have the pleasure to welcome 2 new Preferred Re-board® Partners:

- [Hansaprint](#), Finland
- [Hein Verpackungen](#), Germany

Several more licensees have recently been trained and will be published in the next Newsletter.