

Re-board Newsletter

#08

September 2009

Re-board Display Boosts Sales

Toontrack Music is the world's premier developer of percussive virtual instruments, with an unrivaled line of drum and percussion tools for playing, composing, and producing in Digital Audio Workstations. The CEO Andreas Sundgren comments on the decision to use Re-board displays for promotion of the company's product range:

- We have worked with Design Force from the very start to shape and manufacture our in store points of sale. The reasons are the unrivalled craftsmanship of the Design Force team and the uniqueness of the Re-board material. The Re-board points of sale delivered by Designforce have boosted our presence and sales wherever they have been placed.



One of the many Re-board displays for Toontrack Music.

Re-board Training Centers & Showrooms Established in the USA

Throughout August Design Force President Kurt Aldén together with Fuji Film Sericol, IDL and Océ initiated the set-up of two Re-board training centers and showrooms in the USA –Chicago and Kansas City. The Re-board training seminars conducted by Kurt were focused on training the trainers and sharing Sales & Marketing information with the force. We now look forward to continuing intensive training at the Re-board HQ in Norrköping over the next few months.

These training centers are our first step in establishing a solid US foundation in which to support the US Marketplace. We are currently in discussions concerning the set-up of a Re-board production plant in the USA, and in the meantime Re-board will be stocked by our US distributor.

Wal-Mart Vendors

We are currently working with several vendors whom Wal-Mart introduced to us back in April. The aim is to replace the existing material used by these vendors with Re-board to produce an all round better performing & "Greener" product.

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Re-board Design Exhibition in Switzerland

Early September a Re-board exhibition was arranged in Switzerland with design company [Designfabrik](#) and the Swiss distributor [Igepa Adoc](#). Apart from commercial POS displays, numerous interesting Re-board designs were showcased. One such design utilised Re-board as a speaker membrane, added miniature speaker elements to the back to create a flat wall of sound (speaker elements available from [Amina](#) & [Sounding Art](#)).



Top: Re-board bookshelf with built in speaker elements.

Left: A beautiful Re-board wine rack.

Available for purchase on www.designfabrik.ch.

New Marketing & Sales Director

We are pleased to inform you of a new member of the Design Force Team, Kieron Loy, who joins us as *Marketing and Sales Director*. He has many years experience of successfully bringing new and novel products to the market and owns several of his own Patents. Design Force President Kurt Aldén comments:

- With nearly 30 years managerial experience in various production environments and in Marketing and Sales globally, I am sure Kieron will become a valuable and trusted member of the Design Force Team. We warmly welcome Kieron onboard and look forward to many years of working together moving our business forward and into new territories. I am sure he will have all your support and cooperation in his new role.

News in short

Re-board at Print 09 Chicago

Re-board will be exhibited in [Océ USA](#) stand (1863) at [Print 09](#) in Chicago, USA September 11-16. [Click here for press release](#).

Re-board at Viscom Paris 2009

Re-board will be shown in a spectacular stand (K46, [Northern Design](#)) at the upcoming Viscom Paris exhibition September 22-24. Please visit the official [Viscom Paris website](#).

Re-board at Finngraf 2009

Re-board will be exhibited in an impressive stand (B-331, [Dekolevy](#)) at [FinnGraf 2009](#) in Jyväskylä, Finland, September 24-26.

Re-board at 2009 SGIA

Re-board will be exhibited in [FujiFilm Sericol USA](#) stands (1301, 1415) at [SGIA 09](#) in New Orleans, LA, USA October 7-9.

Re-board at Scanpack 2009

Re-board will be represented at [Scanpack 2009](#) in Gothenburg, Sweden, October 20-23. Further information will come.

New Preferred Partners

We have the pleasure to welcome 5 new Preferred Re-board Partners:

- [DB Ingegneria dell'Immagine](#), Italy
- [DigitALL](#), Italy
- [JR Design](#), Portugal
- [Litorama](#), Italy
- [Repromores](#), Spain

New Certified Licensees

We also have the pleasure to welcome 2 new Certified Re-board Licensees:

- [LVP.ca](#), Canada
- [Mapubli](#), Spain

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