

Re-board Newsletter

#09

November 2009

Re-board selected for new VW Polo launch.

The successful launch of the new VW Polo & VW's new maintenance agreement offerings demanded high quality, high impact marketing communication. An ideal job for Re-board!

Mats Gustafsson, Marketing VW, states:

- It is important to VW that we not only have effective POS displays that successfully communicates & reinforces the VW brand and gives a good ROI, but is also aligned with our environmentally friendly profile. Re-board delivered on all points and we are very pleased with the results.



Latest production for Volkswagen Round Re-board signs.

Re-board USA

To further strengthen our presence in the USA, strategic talks continued last month with *The Green Valley Network* (GVN) and Design Force in Sweden. Steve Rust & Bruce Johnson of GVN met with Kurt Aldén and Kieron Loy in order to fully appreciate our requirements and help facilitate a production facility in the USA.

The mission of GVN is to create a preeminent business and technology cluster focused on sustainability (please visit www.greenvalleynetwork.org). Furthermore, GVN are located in the heart of the Wal-Mart vendor catchment cluster. An ideal locality in which to showcase Re-board to all major brands. We look forward to pushing this project forward in the New Year.



Re-board Christmas designs

Christmas is soon upon us so be sure to check out our [International Re-board Design Database](#) for the essential Re-board Christmas tree, sleigh or reindeer.

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A member of the STORAENSO Group

Thank You!

A BIG Thank You to all our partners who exhibited Re-board around the Globe recently:

[Dekoley](#) [DMP](#) [ESKO Artwork](#) [FECZN Productions](#) [FujiFilm Sericol USA](#) [Northern Design](#) [Océ USA](#)



Matadero Madrid

Expo *Matadero Madrid*, is featuring Re-board in various applications & designs from November 3, 2009 - January 6, 2010, in cooperation with [Northern Design](#) and Helsinki Design Week HDW. The Expo will be taken on the road next year to Shanghai, London and Tokyo. Special thanks to Louise Borgenstierna of Northern Design for all her support and effort in making this happen.

News in short

Re-board on Facebook

The popular [Re-board Facebook Group](#) was started in October and has already attracted more than 200 supporters. This group will be a great forum for all Re-board supporters to share inspiration within the network.

French Re-board distributor on TV

François Bierre, manager of the French branch of Re-board distributor Northern Design, was interviewed by French business channel TiVi Pro after Viscom Paris 2009. The full interview can be viewed [here](#).

New Preferred Partners

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

- [Mediagården](#), Sweden
- [TMSVP](#), Ukraine

New Distributors

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

- [Halifax Vogel Group](#), Australia & New Zealand
- [3 Rocksigns](#), Ireland

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