

# Re-board®

Built-in Sustainability®

## Newsletter #24, September 2011

### New Design Force Owner & New MD

As of August 1st Design Force became a fully integrated unit in Stora Enso with 26.000 employees around the world. Manufacturing and sales will continue as before in Design Force but we have relinquished all commercial converting.

**Andreas Hornfeldt** is appointed new Managing Director of Design Force. Andreas joins us from Stora Enso and has been a member of the Board of Directors in Design Force for the last three years.



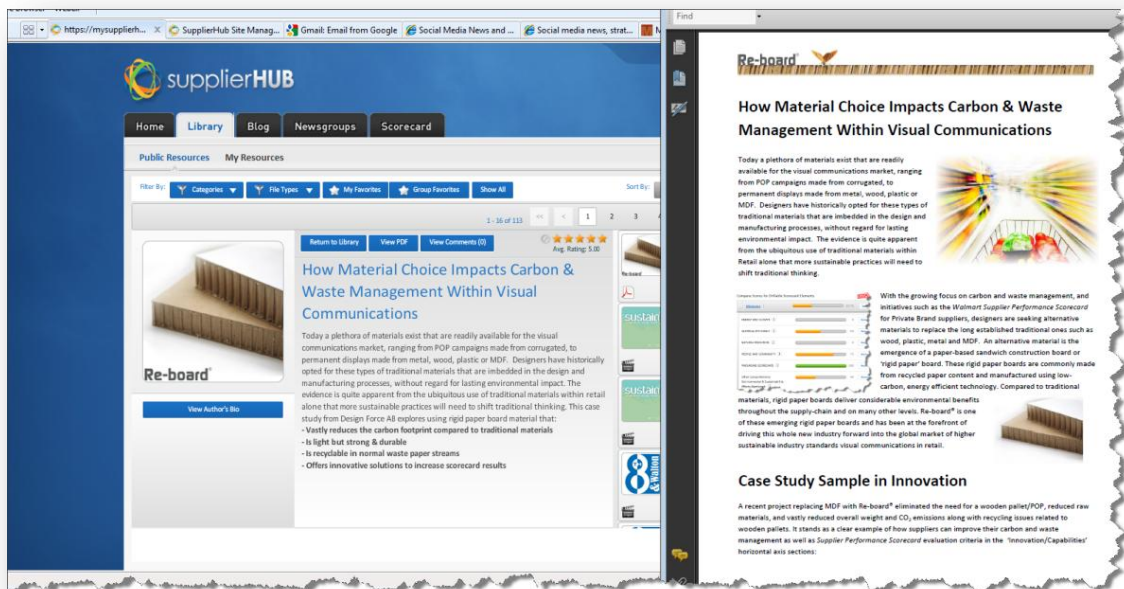
–“I feel confident that with the support of Stora Enso together with our strong network of distributors and licensees we will succeed in establishing Re-board® as the market leader in paper-based board material.”, says Andreas Hörnfeldt. He continues: –“Re-board® fits very well into Stora Enso’s Rethink strategy offering our customers innovative solutions based on renewable materials”

We also have the pleasure of welcoming back **Petter Rylén** as our Production Manager. Petter has already started in his position. For sales enquiries please contact **Marielle Krus** in sales support, +46 76 806 8005 or [marielle@designforce.se](mailto:marielle@designforce.se), or our Sales and Marketing Director **Kieron Loy**, +46 76 14 76 444 or [Kieron@designforce.se](mailto:Kieron@designforce.se).

### Re-board® featured on the Walmart Supplier HUB database

After over a year of drafts and edits, the Re-board® White Paper is finally approved and featured on the Wal-Mart supplier Hub Database. Titled ‘How material choice impacts carbon and waste management within visual communications’, Wal-Mart suppliers can log-on and find out more about Re-board®. Kieron Loy met with the team at Wal-Mart’s HQ in Bentonville USA to finalize Re-board’s entry into the portal. ‘This is a major opportunity to have Re-board® on the radar of companies who have a proven track records of dealing with the world’s largest retailer and who otherwise might not have heard of Re-board®. Information about Re-board® is now readily available to Wal-Mart’s large supplier base who can interact with this great new portal tool’ stated Kieron. ‘We are in the process of producing a new video to accompany the informational PDF and this will also feature on the database. The global exposure and partnership with the Wal-Mart Supplier Hub will serve to strengthen our Distributors and Licensees standing on their respective markets’.

The mission of the Wal-Mart Supplier Hub is to provide information to suppliers to help improve scorecard performance. This will be achieved by providing dynamic online training materials designed for sharing and to create a collaborative environment between company departments, suppliers, peers, and senior Wal-Mart leadership. Bill Atkins of the Wal-Mart Supplier Hub team said, ‘congratulations for making it through the rigorous Wal-Mart committee review. They loved the material’.



Screen shot of the Re-board® White Paper. Available to our Partners in PDF format, contact Kieron Loy