

# Innovation, simplified - Rocket Creative's web relaunch

Issued by [Rocket Creative Design & Display](#)

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An ever-expanding product range exhibits that a business is flourishing. However, it also presents a significant challenge as to how a business conveys its product information.

Richard Nilson, Rocket Creative founder and MD, elaborates, "Due to the extensive and diverse nature of our products as well as of our client base, the always-critical access to information is a constant challenge. Nowhere is this more apparent than in the fast paced corporate marketing, advertising and activation environments. This issue, coupled with the instant-access demand of today's



INNOVATION, SIMPLIFIED  
[www.rocketcreative.co.za](http://www.rocketcreative.co.za)

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corporate consumer prompted us to re-develop and launch our new platform to improve the efficient sharing of our product information. The new platform better enhances access to the company's product categories, individual element specifications and imagery. This allows for prompt, comparative product selection on demand whilst providing enhanced guidance to ensure the correct element is selected for the clients intended application."

The fresh site is located at the existing [www.rocketcreative.co.za](http://www.rocketcreative.co.za) domain and all clientele are encouraged to pay it a visit. Furthermore, the company would also welcome any constructive feedback as they view their new site in the same light as the business ethos - that of a perpetually evolving mechanism provided purely to best support their clientele.

With a wealth of experience and expertise in the display industry the team are highly skilled to propose the correct solution for your specific product display requirements. Rocket Creative would appreciate the opportunity to assist you in boosting your brands visibility. To get in touch with Rocket Creative please call their office on 011 262 4698 to arrange a briefing, or alternatively you may send email inquiries directly to [hello@rocketcreative.co.za](mailto:hello@rocketcreative.co.za) for a prompt response.

**About Rocket Creative:** Launched early 1998, Rocket Creative evolved exponentially to become an innovative player in the design and display industry with a core focus on the design and origination of unique retail display, brand activation, promotional, merchandising & point-of-sale display hardware. Due to their relentless innovative approach they have achieved significant recognition within the industry and are proud to be suppliers of aesthetically unique branding product used to promote and activate virtually every blue chip brand on the South African and global markets.

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## [Rocket Creative Design & Display](#)



Rocket Creative Design & Display offer innovative, trend setting and anti-norm visual display products. These are conceived and originated by fusing our functional ingenuity, creativity and inventive spirit with our own very individual approach to fabrication whilst following our ' Innovation, Simplified ' creative ethos.

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