

# Rocket Creative (re)launches into 2015

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

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Evolving and learning something new every day has become synonymous with Rocket Creative's approach as a business.

Due to the ever-evolving trends of the design industry, Rocket Creative flourishes on this change. Whether it be a new piece of hardware or software, a new production tool, a newly available material or substrate, or just an improved way to up-spec their product and/or up-skill their crew, the Rocket Creative crew thrives on being challenged daily.

In line with this perpetual process, refreshing the Rocket Creative brand in itself is something the business enjoys doing on a regular basis. Says Richard Nilson, founder and current MD of Rocket Creative, "We derive great joy out of refreshing our identity as for us it signifies our next business chapter and a revitalised, even more professional approach. Not only an aesthetic upgrade, we have timed our latest CI refreshment to coincide with a totally refreshed website platform which presents our product options and their specifications in a far more informative manner."

He adds, "The company has managed to develop such an extensive range of product across a diverse number of industry categories that conveying the product offering became a massive task in itself. This improved platform delivers the relevant product specifications and images fully, thereby allowing clientele to make immediate decisions as to which of our product options to choose for their applications. Being able to convey all of our range and product information to new and prospective clients in the shortest possible time frame and with the least amount of effort on their part was the primary objective."



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The Rocket Creative team invites you to visit their refreshed site at [www.rocketcreative.co.za](http://www.rocketcreative.co.za) and look forward to any enquiries you may have.

For assistance with your brand using our innovative solutions please contact the Rocket Creative crew on 011 262 4698 or email [info@rocketcreative.co.za](mailto:info@rocketcreative.co.za) for more information and quotations.

About Rocket Creative: Launched in Feb 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 display, brand activation, promotional, merchandising & point-of-sale display hardware. Due to our relentless innovative approach we 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 market, as well as being a registered exporter to service our clients in global markets.

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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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