

# Keeping it simple yet significant with Rocket Creative

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

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Great innovations evolve from evaluating products that already exist in the market, thinking about how they can be improved, and finding a unique approach by asking: what do our premium clients need and want? It's really that simple.

Richard Nilson, Rocket Creative founder and principal creative, elaborates, "An integral part of our product development process is to critically analyse design trends as well as buying habits of our clientele before we even conceptualise a new display element. A successful design solution hinges on a range of factors i.r.o. aesthetics, ease and cost of manufacture, desired functionality, ease of use as well as the critical budget parameters. And even after they have been originated there is always an innate evolutionary process for each unit necessary to ensure we have a unique product that ticks all the boxes."

Having recently celebrated their 15 Year Anniversary, Rocket Creative has an extensive array of standard range branding and display options to select from across the vast visual communication medium. With the statistics remaining clear that approximately 70% of all purchasing decisions are still made in-store, the company is committed to being the highest-value provider in the industry and their team adopts a primary focus on the 'maximum impact coupled with minimum effort' approach. All unique solutions offered are innovatively designed to deliver exacting functionality with simplistic effort, delivering visually stimulating appeal and awareness for the brands using them. With their product the company strives to give a range of choices in almost every sector of the market and, most importantly to always add simple yet significant value to their product.

Rocket Creative is proud to have worked with the following premium companies and brands in recent months.



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## Editorial contact

Rocket Creative recently relocated; please see new contact details hereunder:

New Telephone Number: 011 262 4698

New Address Details: 6 Olympia Gardens, Olympia Street, Eastgate Ext 6, Marlboro, Sandton

Web address: [www.rocketcreative.co.za](http://www.rocketcreative.co.za)

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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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