Trendsetting Rocket Creative launches retail-focussed VS (Visual Suspension) graphic display system

Issued by Rocket Creative Design & Display

17 Mar 2014

The Rocket Creative team endeavours to live by the ethos, 'Simple Yet Sophisticated'. Granted, simple to the Rocket Creative team is clearly not simple to all, but that is because the team are experts in their field of being ultra creative and original, solution focussed and results orientated.

In identifying that although graphic dressing of windows is a major requirement within the retail industry, the logistics involved in the jobs become a difficult and potentially campaign threatening issue when dealing with challenging shopping centre and retail store management, as well as the costs associated with needing to have skilled installers on site before or after business hours whilst stores are not open to the public for installations as well as afterwards for removal of the graphics once the campaign has been concluded.

Rocket Creative is delighted to have originated the idea, manufactured the prototype, thoroughly tested and now rolled out their pioneering VS System to a host of voguish Shesha and fashionable Boogaloos stores in major centres nationwide for the trendsetting audio brand Skullcandy. The system delivers on all of the above mentioned requirements and more, offering superb visual impact, effortless ease of use, flexibility, life span and thus maximum return on investment. Now tried and tested we are now very excited to offer the system to the industry.

Richard Nilson, Rocket Creative head idea generator explains, "The VS System represents a graphic suspension solution that can be accessorised with a variety of printed substrates, but for window applications the most suitable is a fabric graphic visual. The system works off a mechanism which securely attaches to store front windows and other smooth surfaces. System solutions are designed per drop to accommodate the specific size and mass of each fabric. Installation is effortless and a 1500mm (w) x 2500mm (h) unit will take five minutes to mount and maximum one minute to remove. This maximises an installation team's effectiveness in getting to multiple locations quickly for tight campaign roll outs, which is a crucial element in containing costs bearing in mind the consistently escalating labour, fuel and toll road costs."

Other uses are with the system accessorised with solid boards up to 10mm thick for a variety of uses such as in-store counters, car showrooms, pointer boards and way finding solutions amongst others.

For assistance exposing your brand using our innovative solutions please contact the Rocket Creative crew on 011 262 4698 or email 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 and 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

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

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