

# Rocket Creative offers innovative in-store product displays

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

15 Mar 2012

Rocket Creatives' solution focussed and attention to detailed approach, combined with their depth of experience is paramount when being asked to generate innovative and creative in-store product displays. The designers are able to interpret the critical issues from a brief proactively and propose appropriate solutions that deliver on all requirements, from cost effective simplistic designed units through to the more complex and elaborate brand enhancing FSU's.

In-store point of sale display units, or FSU's (free standing units) as they are referred to play a vital role in driving sales at point of purchase. Explains Richard Nilson, MD of Rocket Creative, "There are a myriad of options available to the market when approaching a product merchandising project. These options however are all directly affected by a host of critical issues, and attention to specific details and requirements will ensure the suitability of any design proposal, whether it be to a budget, stock capacity, stability, lifespan, assembly or distribution parameter. The consequences of not accurately predicting these in-operation issues can be catastrophic as well as incredibly costly."



[click to enlarge](#)

Design concepts are conveyed in life like, fully branded 3D renderings with walk around animated rotational views where required to assess overall impression and effect, which eradicates the chance of leaving any aesthetic detail up to the imagination. This speeds up the R&D and entire project process overall, and manufacturing is then run focussing on stringent quality controls, with elements individually custom packaged to meet their specific freighting requirements.

Shown below are recent production and conceptual projects:

Cremora  
Triangular FSU



[click to enlarge](#)

House of Coffees  
FSU



[click to enlarge](#)

Brita FSU  
/ export



[click to enlarge](#)

Albany FSU



[click to enlarge](#)

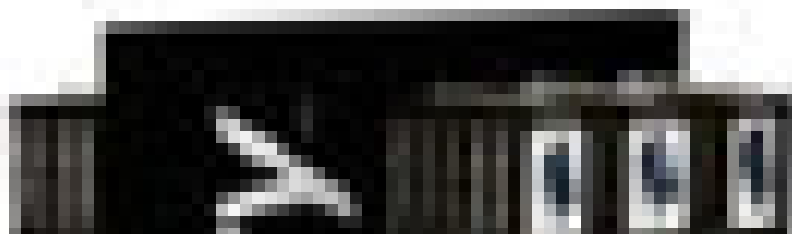
# Blackberry FSU (production)





[click to enlarge](#)

# Blackberry FSU (concept)





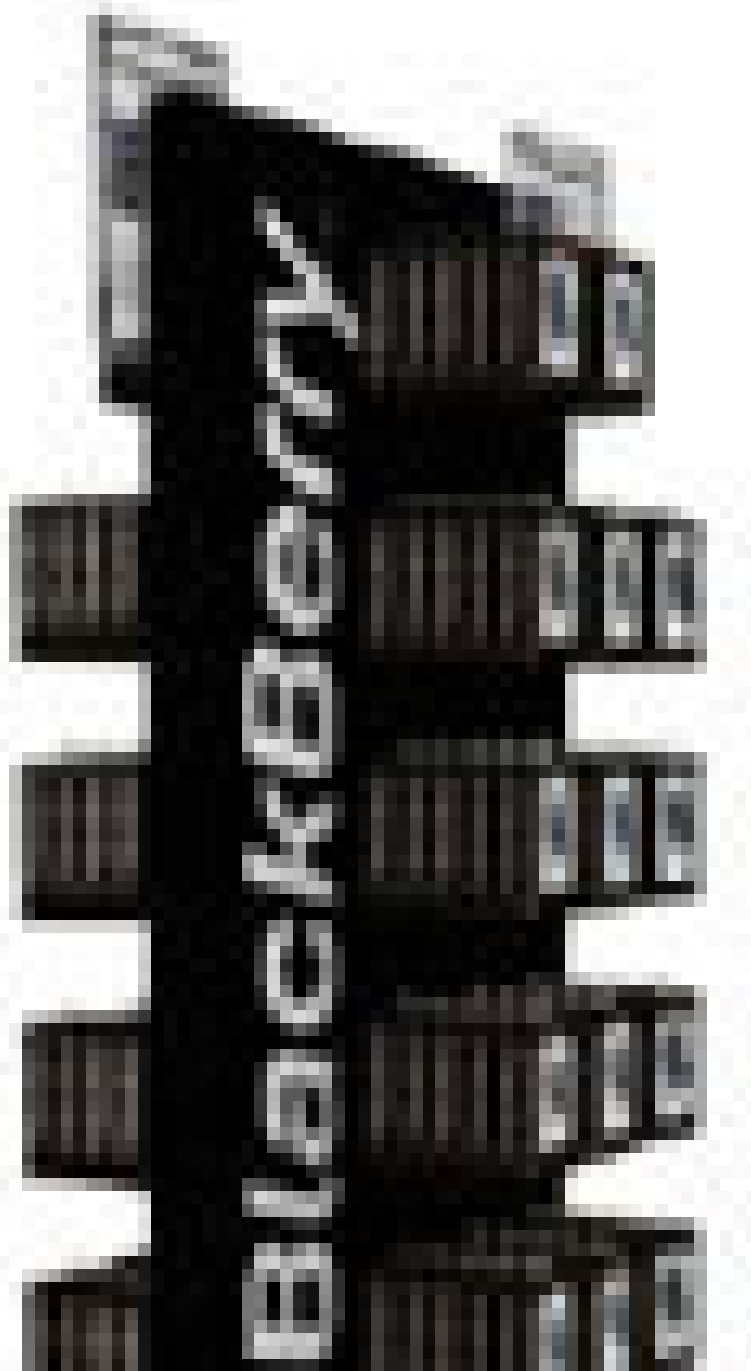
[click to enlarge](#)

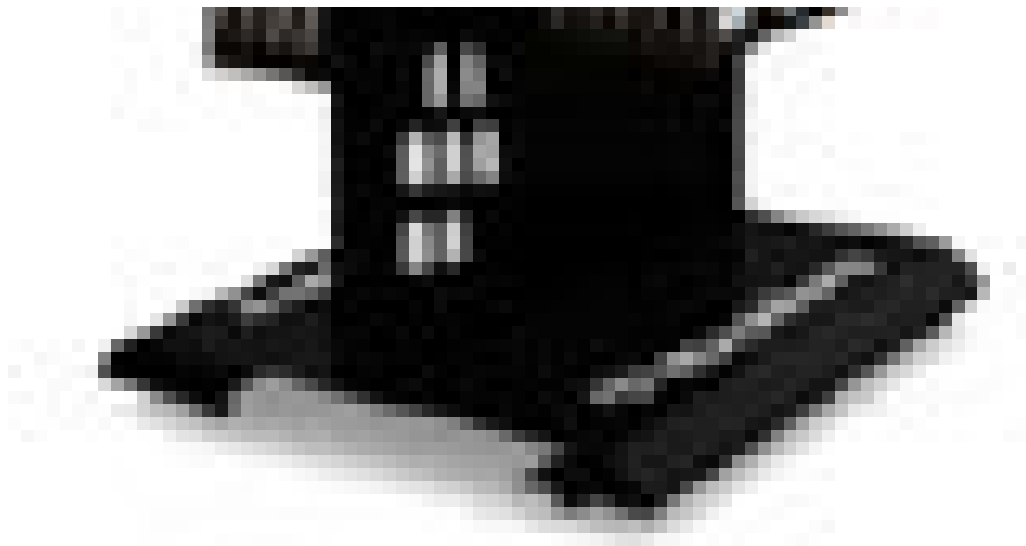
BlackBerry FSU  
iconcentr



[click to enlarge](#)

# Blackberry FSU (concept)





[click to enlarge](#)

For any brand needing to maximise their exposure and merchandise their products into the retail space it is essential for them to have a creative, functional and cost effective solution that enables them to do this. Rocket Creative has the creativity combined with the technical depth of knowledge and expertise to fulfill the requirements of any project.

**For prompt responses to all project related briefs please mail enquiries to [info@rocketcreative.co.za](mailto:info@rocketcreative.co.za).**

## About Rocket Creative:

Launched in 1998, Rocket Creative has grown exponentially to become an innovative player in the display industry with a core focus on brand activation, promotional, merchandising and point-of-sale display hardware. Due to our 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 extending our penetration to the lucrative international export markets.

- **Rocket Creative goes solar for sustainable client services** 22 Sep 2023
- **Celebrating 25 epic years with Rocket Creative** 13 Apr 2023
- **Rocket Creative rolls out with new eco-ply display hardware** 28 Oct 2020
- **The path to re-establishing contact** 20 Aug 2020
- **Big news! | Rocket Creative is now Level 2 B-BBEE certified** 30 Jul 2020

### [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.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)