

# New GAMMA Merchandising FSU launched by Rocket Creative

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

31 Jul 2014

The Rocket Creative crew has been on a design and development offensive of late. One of their most recent releases is that of an innovative, ultra-lightweight and portable free-standing product merchandising unit named the GAMMA FSU (free standing unit).



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Rocket Creative MD, Richard Nilson elaborates, "With the merchandising industry being one of our key supply areas we identified the need for a fresh and original display solution for the market. As one of the traditional barriers to entry for brands wanting to merchandise their product in-store being the development and cost of merchandising stands, we opted to originate a fresh design that can be added to our standard range stable of merchandising solutions. The benefit of being a standard element means that we generally always retain a minimum stock holding for immediate/urgent supply requirement, as well as there being no development costs nor delays for clients, not to mention any minimum order quantities normally associated with procuring display units. However, volume orders still attract preferential unit cost pricing with longer lead time as is customary."

The main design feature is the custom shelf shape as that of a reuleaux polygon. This three-sided shape allows for full 360 degree product visibility, or the choice of one or two open sides. Other key features include an ultra-lightweight plastic sub-structure with light weight vacuum formed shelves and flexible graphic panels.

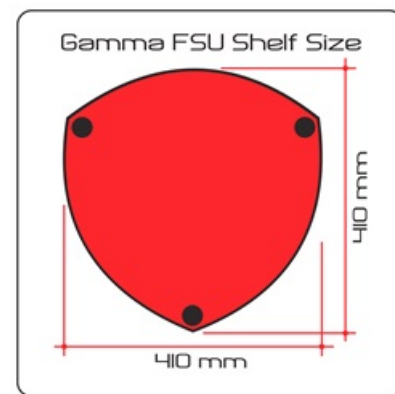
The modular structure and flexible graphic panels allow for ultra-compact packaging in a 500mm cube box. When combined with this light weight the complete boxed solution offers maximised cost savings for the bulk distribution phase. With fuel, tolls and maintenance costs associated with distribution continually increasing, the distribution costs of product play an increasingly important part in selecting the correct solution for a businesses merchandising requirements. The units are supplied semi-assembled with detailed 3D assembly instructions and require no tools for assembly, allowing for effortless installation.

The new Gamma FSU forms just one of many merchandising options available from the Rocket Creative crew. For assistance merchandising 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 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 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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