

# Micro merchandising product launch

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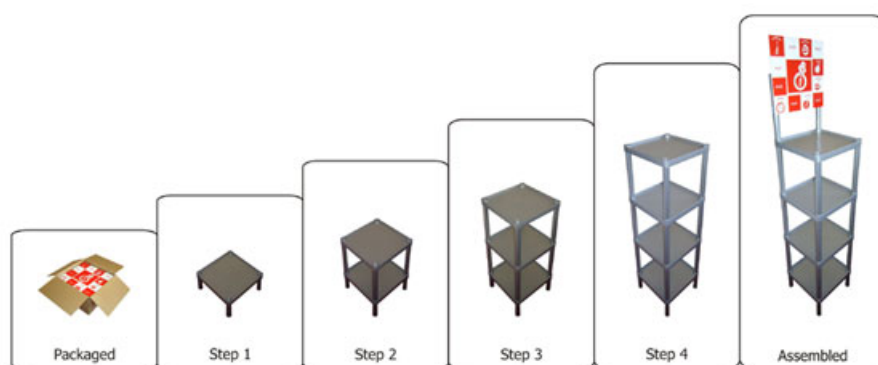
Hot on the heels of our recent Micro Demo Trolley product release, Rocket Creative is delighted to introduce to the FMCG industry our newest and smallest modular merchandising solution to date, our **Micro POP** (point of purchase) stand.

Richard Nilson, Managing Director of Rocket Creative explains, "In specifically targeting the clients displaying smaller and lighter product in multiple retail outlets with limited floor space, the Micro shelf with a 350mm x 350mm footprint is an unbeatably cost effective and simple solution. Comprising lightweight and durable injection moulded plastic shelves and height specific intervals, these specifications make the units super versatile and aesthetically attractive. The system componentry is available in a range of standard colours, and in addition can be custom coloured to any CI specification for volume orders above 300 units."



Aimed at the entry level, permanent merchandising market segment the units are super competitively priced for the specifications, functionality and quality delivered. Weighing in at a remarkable 4kg for a complete 4 or 5 shelf unit with a printed header, the units are supplied packaged in a compact carton box. With these compact sizes a 20' container handles 810 units at a 3240kg total shipped mass, while a 40' container accommodates a total of 1728 units with a 6912kg total shipped mass. These unparalleled modular specifications allow for substantial savings during the transport phase of the project, thus making the option even more attractive to both prospective local and export based clientele.

With export orders to the likes of the UK, Asia and other African countries either completed or in process, these orders resoundingly demonstrate the suitability of Rocket Creatives' modular display systems to the global merchandising and display industry.



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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 ingenuity, creativity and inventive spirit with our own very individual approach to fabrication whilst following our ' Innovation, Simplified ' creative ethos.

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