

An industry original: MOBI-Floor Branding Kits from Rocket Creative Design & Display

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

30 Sep 2016

An ingenious new branding product, the MOBI-Floor Branding Kit, has been developed and released to the market by the ever-inventive Rocket Creative Design & Display.

To date, an effortless, high quality, reusable printed flooring solution has not existed on the South African market - until now that is. The only options that have been available have been branded carpets, printed industrial rubber floor tiles, wood panels with vinyl cladding or lastly, plain vinyl graphics applied directly to tiles floors, which only last a single application. All of these options have been both very labour intensive to work with and expensive to transport. These very challenges planted the seed for the origination of the **Mobi-Floor Kit** concept.

The kit is purpose designed and produced to fulfill the portable floor branding demand most often encountered or required by those clientele operating wanting to expose their brands within the brand activation and retail display environments. These include the micro retail applications such as AE kits, Promo Outposts etc within stores. It also includes the mall court and expo stand market where multiple, time sensitive installations are required for brand activation campaigns, product launches etc



Mobi-Floor originator and **Rocket Creative** MD, Richard Nilson elaborates on his product, "Our extensive exposure in the portable display industry produces a continual demand for an impactful floor branding solution that is user-friendly and re-usable. To date, the choices available have been very limited and by identifying this demand we originated our self-contained kit solution. The primary deliverable was that a single person is able to transport the floor to the desired location and install it themselves, effortlessly. We are incredibly pleased to say that our absolutely unique product ticks all the boxes in this regard. The ease of use and compact, cost-effective transportation format also makes the kits an ideal solution for both national and international brand activation campaigns."

Standard format kits launched are the Mini **MOBI** (1.5m square), Midi **MOBI** (2m square) and Maxi **MOBI** (3m square) turnkey kit derivatives, with bespoke sizes and shapes easily accommodated upon request. Weighing in at 8.7kg complete for a 2m x 2m floor the kit solution is ultra-portable and incredibly easy to install in under 5 minutes by a single person. The kits have panels of up to 1m wide which are butt joined and adhered into place with standard carpet tape, as is required with any temporary floor branding within a retail environment.

The unique kit solution is poised to take the retail display, activation and events industries by storm with its inventive and ultra-practical product. To get a **MOBI-Floor** product for your 2016 year end campaign please contact **Rocket Creative Design & Display** at +27(11) 262 4698 or email your enquiry to hello@rocketcreative.co.za

About Rocket Creative Design & Display:

Launched in early 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 inventive visual display, brand activation, promotional, product merchandising & point-of-sale hardware. Due to their relentless non-conformist approach the company has achieved significant recognition within the industry. They are honored to be suppliers of aesthetically unique branding product used to promote and activate virtually every blue chip brand within Sub-Saharan Africa, as well as servicing their global, export-based clientele.

www.rocketcreative.co.za

(new website launching soon)

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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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