



Rocketshop Press Contact:

Karamy Muessig

Phone: 503.750.9041

Email: karamy@rocketshop.com

ROCKETSHOP LAUNCHES NEW SITE FOR SKYLINE SHEET METAL AIMED AT SUPPORTING BUSINESS COMMUNICATION AND GROWTH

Vancouver, Wash., (October 3, 2007) – Rocketshop, a Vancouver-based full-service marketing and advertising firm, recently launched a new identity and website for Skyline Sheet Metal (www.skylinesheetmetal.com), one of the Pacific Northwest's elite sheet metal contractors. The new site establishes Skyline's new identity online, includes intuitive navigation, online tools necessary to grow and manage the business, and reinforces Skyline's thought leadership in this industry.

Strategy, ingenuity, and experience were the driving forces behind this successful launch. Both companies' ability to work together seamlessly while generating ideas and creating a style, fit to represent Skyline, was essential to the creation of this site. Having only a rough idea of how he wished his site to look and function, Jeff Peters relied on Rocketshop's collective talent to give new life to his brand online.

"Rocketshop was able to translate my ideas into an online destination that not only is easy to navigate and loaded with information essential to our company, but it is gorgeous. They captured the style and essence that I wanted," said Jeff Peters with Skyline Sheet Metal.

Rocketshop integrated a new tool fashioned just for Skyline – the Information Vault. This password protected area provides architects, designers and specification writers access to the latest details and specifications for Skyline's proprietary Wall Panel Systems, as well as other relevant information.

"The Info Vault is an invaluable addition to how we sell to prospects and manage existing customers. We never saw the online channel being utilized to this extent, or so benefiting to our existing clientele or new clients," said Jeff Peters, Skyline Sheet Metal. "Having access to such quantities of information and the ability to download with such ease, has really helped us [Skyline] provide our associates with necessary documents while establishing ourselves as a leader in this industry."

"Rocketshop's strategic consulting, design and programming support resulted in a new identity and an online presence that Skyline's customers need to make informed decisions. With the high rate of development in the Portland metropolitan area, competition is fierce. Our goal was to maintain Skyline's leadership position, while helping to grow their business and improve brand perception," said Heather Linn, Rocketshop's VP of Client Services.

About Skyline Sheet Metal

Skyline Sheet Metal, Inc. is the premier, full-service architectural sheet metal contractor in the Pacific Northwest. Skyline uses the latest building envelope technologies and incorporates them into all projects while meeting project budgets and design requirements. With over 20 years experience and thousands of completed projects, Skyline has the solutions for a wide spectrum of projects. Please visit www.skylinesheetmetal.com.

About Rocketshop

Founded in 2000, Rocketshop is a creative services firm specializing in advertising, marketing and PR. With an immersive process used to gain quick insight into unique business challenges, Rocketshop delivers solutions that drive commerce. From branding and product messaging, to channel expansion strategies and creative services, Rocketshop offers the end-to-end services our clients need to stay competitive. For more information, visit www.rocketshop.com.

###