ROKK Launches New Look Web Site

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Leicestershire, UK (RPRN) 09/27/12 — ROKK Processing, the award winning manufacturer of high-end ice cream machinery, has rejuvenated and unveiled its new look web site, www.rokk-processing.com, as it continues to broaden its global reach and audience.

The new website now boasts more detailed information about the machines it offers, including its ice cream mix plant and its best selling rotary ice cream filling machine, the RR3800. Updated images and videos from the brands' YouTube channel have in addition been incorporated alongside more user-friendly and displays new case studies, testimonials and company information.

Phil Darvell, managing director of ROKK Processing commented: "We know how busy ice cream manufacturers are so wanted to do our bit to try and make life a little easier for them. Despite the old site providing the large majority of required information, we just felt that it didn't strongly enough reflect our core philosophy of being simple, solid, dependable and above all, aspirational. So, we set about altering the layout and depth of information provided to make it easier to consume as well as to provide answers to the questions that commonly arise when purchasing a new machine."

"Simple navigation was important to us as well. There's nothing more frustrating than landing on a page, having an idea of what you want to view but then not been able to find it. The new site is incredibly user-friendly and allows visitors to land, look and learn without the unnecessary confusion that some sites seem to exude."

The launch of the new web site follows ROKK's recent push across its multiple social media channels including Facebook, Twitter and YouTube, which the site also provides links to.

Phil continued: "We like to use as many sources as we can to promote ROKK and, as with the majority of things these days, online has to be a priority. Social media is of course a big part of this and, many people's lives these days – like before the mobile phone, people wonder how they lived without it. As a result we invest time in creating daily content that will inform and entertain our fans and followers as well as promote and provide information about the brand itself."

Established in 2007, ROKK is already widely acknowledged as one of the ice cream industry's foremost machinery brands and has sold machinery in every corner of the globe including the Europe, Australasia, the Far East and Americas. Its RR3800 ice cream filling machine is one of the best selling in the UK and indeed the world for small to medium sized producers.

For more information, please visit www.rokk-processing.com or call (0)1455 220 179

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