

INNOV- ATION CENTRE

Every business
is unique, every
journey memorable.



RW MARKETING



Who are we?

We aren't a stereotypical agency or consulting firm. For us, being a standard design agency or marketing consultation firm was not quite enough. In the best interest of our clients, we've escalated our services, evolving and taking things to the next level.



Today, we are a full-service marketing and design agency based in Melbourne that creates wholesome, innovative and unique solutions in line with the strategic direction of each one of our clients. Our consultations encompass product design input, communication strategies, business optimisation and distribution logistics, in addition to design and marketing.

At RW Marketing we create customised solutions that respond to each one of our client's needs and requirements in an impactful and meaningful manner that guarantees effectiveness and success.

We adopt a complete approach that ensures a consistent, quality touch to every aspect of marketing businesses, from branding and communications to consultative advice in product design and development.



What is the innovation centre?

This is an **innovative neutral space** which can be used to showcase great products and innovations by great brands.

- What this means is, we do not sell or distribute equipment so it is not seen as biased by having the industry support. Instead we work with Industry leaders (our clients) and look to promote these new innovative solutions to other clients.

The reason this space works is it is a showroom without the pressure to buy, it is also limited to the best of each field where we do not have multiple brands for the same function. The brands we work with all specialize in what they do and they only do that, hence why we get the best of the best.

INNOV-
ATION-
CENTRE

winterhalter®

robot coupe®

Robot Cook®
COOKING CUTTER BLENDER

PUREZZA
PREMIUM WATER

+ Swiss Diamond®



INVENTIVE SIMPLIFICATION

EVEREO

Josper®

SYMMETRY
COFFEE ROASTERS

unique
CATERING PRODUCTS

coffee machine technologies
specialising in all makes and models

Junko Azukawa

BIG ASS FANS

FISHER & PAYKEL

Schivelitto
Wellness

BURLY

flexalite

CyberChill
precision
refrigeration

GLOBAL
MEATS
meat is our passion.

Cut Throat
KNIVES

chef's
hat
Where the chefs shop



Sous Vide
AUSTRALIA



ROASTING WAREHOUSE
SPECIALTY COFFEE

SAMMIC
AUSTRALIA



LongRays
PREMIUM AUSTRALIAN MIXERS

WHO IS PART OF THE
COMMUNITY?

Although we specialise in hospitality and food service we also have clients in many other industries from construction, property development, finance, retail, aggregators, and builders.

What is the space for?

- Product launches for our clients.
- Showroom to showcase the products to potential buyers or people wanting a demonstration.
- Shooting Videos ie cooking demonstrations, recipes, product development, and product endorsement.
- Shooting Photography for still shots and lifestyle.
- Entertaining our clients by providing food and drink to make their experience here more amazing, at the same time showcasing our space.
- Industry events and nights to provide a space which has all the latest toys.
- Product demonstrations by the equipment brands in the community, so we will be doing demonstrations on the Unox ovens, and Irinox Blast Chillers, Tech Bar Coffee machine.



Who is the space for?

- Key decision makers and buyers from different groups.
- Kitchen designers and consultants.
- Interior designers and architects.
- People who specify equipment.
- Business owners.
- Restaurateurs, chefs, coffee shop owners.
- We plan to also be targeting the following through new innovations, Aged Care, QSR, Retail Outlets and convenience stores.

All the features you'll ever need in one space

We work with a range of different brands who have supplied some of the best appliances in the business...

INNOVATION CENTRE

Kitchen Equipment

- Unox Baker Top 6 tray
- Unox Chef Top 7 Tray
- 1x Unox Evereo 10 Tray
- Fisher and Paykel 5 burner gas stove
- Irinox MF25 Blast Freezer (4 Tray)
- Winterhalter Excellence UC RO XL
- Winterhalter Workhourse PT-M Energy Plus
- Sammic Vac Sealer SU420 with label printer + Trolley
- Robot Cook
- Robot Coupe CL50
- Robot Coupe SP502
- Robot Coupe J100 Juicer
- Robot Coupe Mini MP 190v
- Sammic Water Bath 56 litre Tank
- Sammic Smart Vide 8+ (56 Litre Capacity)
- Spidocook single unit
- Spidocook double (15 amp)
- Breville Smoking Gun
- Nemox Gelato 4k Touch
- Breville Control Freak
- Poly Science Sous Vide
- Poly Science Water Bath (18 Litre)
- Ozone Water Green Kic Tap
- Pots and Pans from Swiss Diamond
- Mixture of utensils, tongs, wooden spoons etc
- Gastro Trays, racks and trolley (Bakery Tray Size)

Refrigeration / Freezers

- Cyberchill Freezer LPT601
- Cyberchill Fridge CCT1000
- Skope BME 1200 Active Core
- Skope CL400

Coffee Bar

- Santos Icecrusher
- Fiorenzato Grinder F71ek
- Fiorenzato Grinder F83
- Autotamp
- Viper steamer
- Santos Ice Crusher #53
- Purezza Sparkling Water System
- Santos Blender #62 Brushless Blender
- Skope ITV Ice Machine NG60A

AV Equipment for Demonstration

- 42" TV Monitor Mounted to Wall (Showcase MLA Branding)
- 50" TV Monitor Mobile on Wheels (To show Demonstration)
- Microphone to record
- Camera to broadcast to display

How can RW Marketing enhance your use of the space?

If any or all of this sounds appealing please contact us and we can put together a tailored quote that suits your needs and budget.

VENUE- PHOTO- GRAPHY



Depending on the venue and equipment different planning and outcomes may be achieved.

WE TELL
STORIES



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 RW Marketing Pty Ltd