

Imperial Coins Rebrands as Roxbury's Numismatics: A Sharper Focus for Australia's Collectors

Brisbane, Australia – Imperial Coins, one of Australia's most trusted names in numismatics, has officially rebranded as **Roxbury's Numismatics**, marking a new chapter for collectors across the country.

While the name has changed, the heart of the business remains the same: the same team, same values, and the same dedication to transparent, collector-first service. This evolution reflects a renewed focus on what matters most to today's coin and banknote enthusiasts.

"This rebrand isn't about changing who we are – it's about doubling down on what we do best," said founder **Scott Waterman**. *"The coin world has evolved, and this sharper identity lets us evolve with it."*

Why the Change?

As the numismatic landscape shifts toward digital access, faster communication, and greater transparency, Roxbury's Numismatics provides a specialised platform focused solely on appraisal, grading support, and direct sales.

The rebrand also helps clearly define the three core branches of the business:

- **Roxbury's Numismatics** – direct buying, valuations, and grading facilitation
- **Roxbury's Auction House** – public auctions with expert support and fast settlement
- **Australian Coin Review** – market commentary, education, and industry insights

Together, they form one streamlined ecosystem serving collectors of all experience levels.

A Story Rooted in Experience

Waterman's journey began in the laneways of Melbourne, where he took over the Universal Coin Company in 2010. After nearly a decade of growth, he relocated to Brisbane to build something new – bringing together coin dealership services to form Imperial Coins and, shortly after, acquiring **Roxbury's Auction House**, a respected name in numismatic auctions with over 40 years of history.

"Roxbury's Auction House quickly became a standout, and we saw an opportunity to create something more focused and better aligned with what collectors need," said Waterman. *"Roxbury's Numismatics is that next step forward."*

What's Changing – and What Isn't

New:

- A new name and visual identity
- A new website: roxburysnumismatics.com.au
- A renewed commitment to collectors

Unchanged:

- The team and ownership

- Trusted appraisals and buying support
- The same physical location and contact details

Looking Ahead

The rebrand also sets the stage for future enhancements, including better valuation tools, more educational content, and ongoing investment in auction platform innovation.

To celebrate the launch, Roxbury's is offering:

- Free **Mystery PCGS Slabs** and **Coin Rolls**
- A chance to **win \$500 credit** on its eBay store
- **Free shipping site-wide**

Full promotion details are available on the new website and social channels.

About Roxbury's Numismatics

Founded by Scott Waterman, Roxbury's Numismatics is a specialist coin dealership committed to transparent valuations, grading advice, and collector support. It operates alongside Roxbury's Auction House and Australian Coin Review to serve the full spectrum of the numismatic community.

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