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ASI adds innovative Italian-designed merchandising products to its range

To complement its extensive existing portfolio of retail store fixturing products, ASI has launched an innovative new selection of Italian-designed products onto the Australian market.

The perfect balance between technology, function and aesthetics, the new lines known as KODE, THINLINE, TECNO and CLIMB hold true to the Italians' reputation for exceptional quality and sophisticated design engineering.

Discrete and minimalist, these revolutionary wall, floor and showcase merchandising systems have been created to allow maximum merchandise impact, countless creative possibilities, cost efficiency and maximum utilisation of space.

Complete with their own range of accessories, the products have been carefully researched and sourced to enhance ASI's range and capabilities, taking on board merchandising trends and feedback from clients about their ever-changing display requirements.

KODE – Usable on virtually any surface and on both sides for maximum use of space, this unobtrusive system of buttons and bars is the ideal planned merchandising solution, creating a display with clean lines to perfectly showcase your products.

Slatwall®THINLINE – Refining the leading merchandising system, Slatwall®Thinline panels feature unique ultra-thin grooves which require no aluminium extrusion making it inexpensive, discrete and aesthetically pleasing, allowing for a world of possibilities when it comes to special features such as shaping of panels or digital imaging.

TECNO – Build virtually any structure you like with this unique system of knots and tubes which fit together effortlessly to create a limitless array of merchandising display units.

CLIMB – This miniature aluminium ladder can be attached directly to any surface or set unobtrusively between two panels for a flush, minimalist effect, with changeable coloured laminate infills available to complement your merchandise or match your panel to obtain a discreet one-colour effect.

Launch competition

To launch the products, ASI is running a competition inviting architects and designers to submit images of any fit-outs they've completed utilising any or all of the new range, with the winner taking home a Mojito Custom Scooter from Aprilia. It runs from 13 September 2006 to 16 February 2007, with full competition details available online at www.asionline.com.au/competition.

About ASI

As one of the leading display, point-of-sale and store fixture and fitting enterprises in Australia, ASI offers a comprehensive range of innovative products and professional services. Clients include David Jones, Myer, Target, Kmart, Big W, Apple, Hutchison, Daimler Chrysler, Ford, Telstra, Optus, Harvey Norman and a number of Australia's leading architects and designers. ASI's long history in working with such prominent national and international brands across a diverse range of industries stands as a testament to the consistency of its performance and constant evolution.

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