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## **ASI Raises the Bar in Racking Storage Solutions**

**SYDNEY:** ASI has partnered with Inform Racking to provide a complete range of racking and storage solutions for the Australian market.

This strategic partnership with Inform Racking will bring to the Australian market an all encompassing service provider for every level of retail, wholesale or logistical storage and display solutions. Having well established relationships with Chinese manufacturers over a number of years, ASI has the knowledge, network and experience to deliver to the Australian market solutions at the right price.

The Racking and Storage Solutions division of ASI will be overseen by Godfrey Abraham who has had over 33 years of experience in the area of manufacturing and supply of pallet racking supermarket and hypermarket gondola products in Australia and South Africa.

Mr Abraham said Inform Racking, situated in the city of Nanjing in the People's Republic of China, is a preferred supplier to many multi-national organisations with warehouse facilities across China.

“ISO 9001:2000 certified, the company is the leading state of the art manufacturer of all types of pallet racking, cantilever racking and other storage shelving products.”

He added that Inform's products have been readily accepted in most European countries and the USA, where they have numerous customers.

“This complete range of superior racking and storage solutions manufactured to international quality standard, are now available in Australia and conform to all the required Australian standards in accordance with AS 4084-1993.”

Mr Abraham said ASI would provide support and work in partnership with its customers to ensure correct use of the various products, as well as providing certification for product installation. The company would also provide maintenance contracts, involving quarterly site inspections and regular preventative maintenance.

“We are all very excited about this latest strategic partnership which allows ASI to offer cost-effective, logistic efficiency for our customers storage requirements,” he added.

## **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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