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## **ASI creates the 'Wow' factor at Myer Bondi.**

ASI, Australia's leading supplier of store fixtures, have realised Myer's vision for their new store at Bondi, Sydney. Demonstrating their ability to provide a total solution, ASI designed, manufactured and installed custom built and commodity fixtures across three floors of innovative and diverse retail space.

In January 2004, taking direction from the Myer design team and the original concept drawings provided with the tender package, the team at ASI, headed up by commercial projects manager Andrew Graham, developed a manufacturing strategy to produce unique shop fittings that focused on the functional structure and technical application of ASI's fixtures and fittings.

With only 11 weeks before the store opening ASI drew on their resources from all over Australia and Asia. ASI Melbourne, who had been directly involved in the tender process, along with ASI Sydney set to work co-ordinating and manufacturing the thousands of components that would go into creating the WOW factor.

"Our brief from Myer was to help create a WOW factor, a new retail space that would take customers breath away when they walked through the store' says Andrew Graham, ASI commercial project manager, 'It was important that we created an impact and point of difference."

To create an unique retail space hundreds of custom built fixtures and fittings were produced; showcase counters, gondola's, display dais, racks, cashier desks featured sleek glass joinery along with the texture of brushed nickel plated steel and moulded resin. ASI's commodity products were used in innovative ways. Slatwall® was illuminated, mini minimo pucks were fitted to a dramatic glass wall and Matthew's pole clamps gave a funky feel to the display in the youth wear department.

With just 5 weeks until opening, ASI arrived on-site to begin the mammoth task of installing three floors of fixtures. Andrew Graham says that excellent timing and organisation was vital to its success. "As soon as the construction had finished in one area, the ASI team moved in to install the display fixtures, followed immediately by Myers merchandisers. The logistic co-ordination, the dedication and teamwork was extremely impressive. Towards the end everyone was working around the clock to get the job done. It was extremely satisfying when the first customers came through the door."

5,000 man hours, over 2,000 cubic meters of product and 40 semi trailer loads of stock combined with ASI's project management and manufacturing expertise generated the WOW reaction as customers entered Myer Bondi on the 18th April 2004.

## 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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