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ASI Completes Innovative New Store Fitout for Next Byte

Australia's leading integrated store fixtures company, ASI, has just completed a landmark fitout for Next Byte's Macquarie Shopping Centre outlet in North Ryde that conveys a distinct point of difference and new identity for the largest Apple Reseller in the country.

ASI has been working closely with Apple to provide high quality and customised retail fixtures and project management over the last four years, and have built a strong rapport with Apple, Next Byte, and Apple retail designer BrookingHarper. ASI has an excellent reputation for bringing challenging projects to completion within short time frames and to budget, and was able to liaise closely with the client, retail designer, builders, and tradesmen to produce an outstanding result for Next Byte in just four weeks.

"It is important our clients feel confident in ASI's ability to deliver quality products to their specifications within budget and on time and this is exactly what we aim to supply," explains ASI Rep for the project, George Geha. "ASI works closely with appointed designers like BrookingHarper to introduce our new and existing product ranges to clients. Our commitment to producing high quality fixtures and research and development means the client's custom designed fixtures are prototyped to ensure they are fit for purpose before we run production in our Tullamarine manufacturing facility."

"ASI coordinates all aspects of a project from concept prototyping to implementation. All fixtures are built locally in our state-of-the art manufacturing facility in Tullamarine, where we can contribute to the design process from a manufacturing perspective to ensure the best value and application of any design," adds Project Manager, Nik Drakoulis. "Our practical experience for effective and efficient implementation strategy and expertise in working within the specific constraints of shopping centres meant we were able to recognise and meet the challenges posed by the space ahead of time and ensure a seamless refit schedule to meet Next Byte's brief."

The design task for BrookingHarper was to create a compact solution to maximise use of the small size and unusual L-shape of the floor area, while using standard fixturing and maintaining optimum customer flow-through. Window displays were designed to provide strong clear messaging and be easy to update, but never block visibility into the store as a whole. Transparent entry and window displays allow the entire store to be viewed like a showpiece by the customer, with frameless glazed panels appearing to float above the existing shopping centre terrazzo floor and stairs. To further open up displays and convey a sense of space, contemporary sophistication, and accessibility to merchandise, BrookingHarper used ASI's versatile suspension cabling display system Cable® – a stylish, minimalist suspension display system that allows an entirely unrestricted view of display material.

For ultimate style and versatility, BrookingHarper chose the ASI Team® showcase system. Team is an aluminium extrusion based system that can be easily and quickly configured to create functional display units in the choice of the style, colour, finish and options required.

BrookingHarper designed the white MDF circular table with ABS trim and Duraloid non-slip top near the entry, to act as a ‘product magnet’ that draws customers into the store and allows them to interact with new merchandise directly. The custom built flat top counter with timber laminate finish was designed to provide a degree of warmth and interaction with staff, while a new iPod area was picked out in strong Dulux ‘Effervescent Lime’ at the back of the store to entice customers to this hugely popular display.

“As well as the ability to manufacture bespoke fixtures, ASI has a great range of unique standard products from which retail designers can select. It was a pleasure working on this and many other Apple projects with the ASI team,” said James Harper of BrookingHarper.

With the combination of strong colours – Charcoal walls, White ceilings, floors and fixtures, and Lime green accents – custom built fixtures, and innovative, smart ASI products such as Cable®, Slatmesh®, and Team®, the new Next Byte store at Macquarie Shopping Centre in North Ryde achieves the ideal balance between a warm, inviting space for customers to interact with merchandise at leisure and a light-filled, clean and uncluttered feel that perfectly reflects the Apple aesthetic.

“We at Next Byte are delighted with the hugely successful refit, which will now provide a model for future Next Byte refits, with similar stores opening simultaneously in Perth and Pitt Street, Sydney,” says Crawford Giles, Managing Director of Next Byte. “We have a long association with ASI and knew they had expertise and experience to get the job done to our complete satisfaction. ASI provided exceptional service that managed the project on time so that the shop would be open for the busy Christmas retail period. The final result is magnificent!”

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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