

ASA launches new website and brand

Independent dealer

group ASA-Australia has announced it will be launching a new website and an exclusive new brand for its members.

Group general manager Siobhan Tagell said that both projects had been commissioned as the members wanted a brand to call their own, and they were very happy with what they had to show.

"The website will be an information centre for those looking to become a member or a supplier to the group," Tagell said.

"It will feature latest press releases and news about the group, as well as being an entry point to our existing 'members only' intranet."

Tagell also said the intranet

is also undergoing some advancement in the area of images and search capabilities.

The website has been design by ASA's long-term design partner Crunch Design, and the mechanics are being upgraded by Double T.

As for the new brand, Tagell says this has been something the group has been looking at for some time, and she is very happy to launch it next year.

"The brand is called Aspire and the range will include archive box, copysafe sheet protectors, lever arch file, suspension file, clear and leathergrain binding covers, laminating pouches, repositionable notes, ball point pens and envelopes," she said.

"ASA has worked with our current supply partners to produce a range of quality products at a price that is right for the consumer.

ASA Australia, in their 2011

catalogue, will be launching an exclusive brand of essential office products.

"The Aspire brand of products has been produced to give ASA members a competitive offering in the market, and the packaging has been designed to grab the attention of the consumer featuring a flower design and is vibrant blue in colour," said group marketing manager Brooke Kennedy.

The new website is set to launch early in the new year whilst the new brand will be unveiled at the 2011 ASA-Australia trade meet held in Sydney during February, and will be introduced into all ASA-Australia catalogues.

"This is a very exciting time for the group and we are looking forward to seeing the reaction we get from our customers to the new brand," Tagell concluded.