

Monday, 19 March 2012

## **THE POWER OF ACCREDITATION; DELIVERING YOU CONFIDENCE, ASSURANCE AND PEACE OF MIND.**

By employing an ASOFIA accredited member, you are making the choice to have a professional company complete the work you require. It delivers you:

- Confidence in your selection
- Assurance of high quality of work
- Peace of mind

If you are a business looking to become accredited, it strongly positions you as leaders within the shop and office fitting industry, and confirms to the competitive marketplace that your practices are sound and you produce high quality workmanship.

[Thomas Brown Shopfitters](#) were one such organisation to undergo the ASOFIA accreditation process. The Director, Tom Brown, strongly believes that for those who want to stand out and be perceived as leaders in the shopfitting industry, it was necessary to undertake a process that confirmed their practices and high quality workmanship.

"I also thought it necessary to lead by example. By undergoing the ASOFIA accreditation process, I am hopeful that other members will follow suit, and strive for the same level of professionalism and qualification" said Mr Brown.

Within a highly competitive market, achieving this accreditation undoubtedly elevates Thomas Brown Shopfitters to a position of authority and hopefully realises a competitive advantage over others within the industry.

"The use of the accreditation logo throughout all our marketing collateral has certainly set us apart from our competitors. When we are submitting tenders, the additional qualification assists in getting our proposal across the line" mentioned Mr Brown.

Achieving accreditation is a somewhat lengthy process, however, "without a doubt, has been beneficial to my organisation. It has, and will continue to, portray us in a much higher standard compared to others in our industry" stated Mr Brown.

To become accredited, an ASOFIA member undergoes a rigorous compliance process in which their business practices, policies and procedures are assessed to meet the high ASOFIA compliance standards. Accredited ASOFIA members are assessed annually to ensure ongoing compliance.

An ASOFIA accredited business also has documented evidence of their good practices and high quality workmanship.

PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

**Strong Award Presence... for interior fitout.**

**Speakers for the Conference**