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## New platform for business with shop and office fitters

The Australian Shop & Office Fitting Industry Association (ASOFIA) has launched a new website to create business opportunities with shop and office fitters: [ASOFIA.com.au](http://ASOFIA.com.au)

The website provides access to members of ASOFIA with detailed information on qualified companies and the industry at large. By presenting the most comprehensive resource on the industry, the website cements ASOFIA as the leading voice for shop and office fitting professionals.

Robyn Lindsey, Director of Geyer, says ASOFIA.com.au is a critical communication point for her design practice.

“The website provides a quick, easy and trusted reference point for stakeholders in the industry,” says Lindsey.

“For retail designers the site will increasingly assist us in accessing services and products for our projects and keep us in touch with this critical part of our shared industry.”

Behind the website’s fresh design is a powerful new platform for business. Its features include:

- **ASOFIA Members Directory**  
The most comprehensive listing of Australian shop and office fitters, with access to over 450 reliable professionals
- **Tender System**  
A tool for retailers and designers to instantly email tenders to the ASOFIA database, allowing members to receive up-to-date information
- **Showcase Pages**  
Comprehensive presentation of shop and office fitting companies and their work
- **Industry information**  
A wealth of information on a range of industry issues, including education and training, networking events, awards and accreditation

Gerard Ryan, CEO of ASOFIA, says the website is vital to keeping the industry informed about developments in the shop and office fitting industry.

“Our new website continues ASOFIA’s long tradition of connecting the industry with retailers, designers, developers and constructors,” says Ryan.

*ASOFIA supports high standards of workmanship and furthers the professional reputation of the shop and office fitting industry. ASOFIA members contribute to shaping the industry while benefiting from The Mark of a Professional, which distinguishes a company as highly qualified and reliable.*

Visit [ASOFIA.com.au](http://ASOFIA.com.au) for more information.



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