

For Immediate Release:

ASI GROUP INTRODUCES ITS PROPRIETARY, INTEGRATED PRIVACY™ SYSTEM FOR ALL METAL PARTITIONS

New York – (August 18, 2021) – ASI Group, the world’s leading manufacturer of commercial toilet partitions, innovative washroom accessories, lockers, and visual display products, is proud to launch the latest in privacy solutions. Exclusive to the ASI Group, the industry’s first Integrated Privacy™ system for metal partitions is engineered to provide complete privacy and manufactured so that the doors are delivered with built-in privacy components, with no need for field retrofitting—ever.

The guiding principles of the design—to meet an occupant’s need for total privacy while also being more aesthetically pleasing than using retrofitted privacy components that don’t match the stall—are reflected in the innovative design. The built-in privacy components completely close the gap on the latch and hinge side of the door to guarantee zero sightlines into the stall. These components, now expertly color matched to the rest of the stall, create a sense of continuity from the partition door to the pilasters. In addition, an occupancy indicator latch is now our new standard, and an Easy-Stall™ Shoe, made of Type 304 Stainless Steel, simplifies the installation process.

Cyrus Boatwalla, Director of Marketing at the ASI Group, explains, “Our built-in need for privacy is laid bare in public washrooms, most of which are designed for multiple users and simultaneous use. Today, more than ever, our need to feel safe is paramount, and this can cause public washrooms to bring out deep-rooted fears, which may manifest in a visceral response. While some people may be mildly bothered by the thought of using a public washroom, others are paralyzed by the prospect—to the point that they cannot use the washroom while others occupy it.”

With this patent-pending innovation, ASI Group once again elevates the standard for privacy in metal partitions and provides a solution that meets the demand for both old and new social boundaries.

At ASI, privacy isn’t an afterthought—it’s our standard.

**Available standard in our Stainless Steel and Powder Coated Steel partitions.
Visit asi-globalpartitions.com/privacy or asi-accuratepartitions.com/privacy.**

About ASI Group

With operating units and offices in the United States, Canada, Australia, Belgium, the United Kingdom, the Middle East, Mexico, and China, and with sales in more than 50 countries, the ASI Group has expanded its ability to serve Architects, Building Owners, and Contractors all over the world.

The ASI Group is known for innovative products, speed to market, and the widest offering of materials and products in Washroom Accessories, Toilet Partitions, Lockers and Storage Devices, and Visual Display Products. Our family of companies works together with one mission in mind: “To make our customers successful by providing value that exceeds price and an excellent service experience.” Privately owned and operated since its inception, the ASI Group maintains flexibility to deliver unique products to suit your needs and a nimble managing philosophy—we have built processes that allow us to ship more products in 48 hours from the time of order than anyone else in our industry.

Contact:

Cyrus D. Boatwalla
Director of Marketing, ASI Group
(1) 914-476-9000 ext. 1303