

FOR IMMEDIATE
RELEASE



NEWS PROVIDED BY
Russ Bassett Corporation
July 14, 2020

SHARE THIS ARTICLE



CONTACT: Kara Quesada, kquesada@russbassett.com, 360.930.2194

Leading Command and Control Furniture Manufacturer Announces New Partnership

Russ Bassett Corporation and ASR Enterprises Join Forces

WHITTIER, CA, July 14, 2020 – Russ Bassett Corporation (Whittier, CA), a leading manufacturer of command and control room console furniture for mission critical environments is pleased to announce a new partnership with ASR Enterprises (Downingtown, PA) to represent Russ Bassett console furniture products in the Security Operations Control (SOC) market. ASR Enterprises is known for providing sales and marketing support to some of the best Security and Pro-Audio-Video technologies in the industry. Russ Bassett is known for designing and manufacturing ergonomic control room console furniture that improves operator comfort and efficiency while providing superior equipment and technology integration.

Peter Fink, Russ Bassett Executive Vice President shares, “We are thrilled to partner with Josh, Brian and the ASR Enterprises team to market Russ Bassett consoles to the SOC market. We appreciate ASR’s mission to deliver the best possible local customer service, technical resources and market and sales support to their customer base while constantly building business on behalf of the excellent manufacturers they represent. We are proud to join this excellent group of companies.”

-more-

The Russ Bassett and ASR partnership will leverage ASR's market presence in the Mid-Atlantic region. The duo will help organizations establish high-functioning, efficient and effective environments for SOC, Global Security Operations Center (GSOC) and Network Operations Center (NOC) teams and will provide a suite of project services:

- Integrated Product Platform Selection
- Product and Interior Design Assistance
- Space Planning to Maximize Traffic Flow and Sightlines
- Customized Command and Control Console Furniture Design
- Technology and Communications Equipment Integration
- Project Management

Josh Logue, ASR Partner shares, "ASR is positioned as a technical leader within the markets the company serves, taking pride in representing some of the finest Security and Critical Infrastructure and Audio-Visual Lines in the industry. We look forward to adding Russ Bassett to our reputable list of technology partners."

About Russ Bassett: Since 1960, Russ Bassett has designed and manufactured high quality, specialty furniture that solves problems not addressed by conventional office furniture products. Linn Steinbeck, Peter Fink and Mike Dressendorfer, all owners, lead a team of technical furniture experts focused on delivering best-in-class console furniture and an excellent customer experience. Russ Bassett proudly continues the heritage of American manufacturing. All Russ Bassett console furniture is designed, engineered, and manufactured at our headquarters and factory in Whittier, CA, USA. www.russbassett.com

About ASR Enterprises: ASR Enterprises LTD was founded in 1972 to provide premium local manufacturer support to audio and video dealers and integrators. Today, ASR is a technical leader specializing in Advanced IP products for security operations control and network operations control centers. ASR provides coverage to the Mid-Atlantic region including Eastern Pennsylvania, Southern New Jersey, Delaware, Maryland, DC, and Virginia. www.asrenterprises.com

###