



1961 - 2011

***CELEBRATING 50 YEARS
TOGETHER***

AMERICAN SPECIALTIES INC.

THE ROLLA FAMILY

The Rolla family immigrated to the USA from Italy in the 1920's. They became waiters, seamstresses, taxi drivers, bartenders, mothers and fathers. Despite a different language and country, they adapted to their new homeland and culture. They raised children with the principles of honesty, hard work and loyalty.



In 1987 the Rolla family, father Mike along with Peter and Adrienne, acquired ASI. The Rollas encouraged their new ASI family to work hard, try new things, adapt and perform. By instilling these principles ASI has been able to grow and prosper.

We recognize that we have not done this alone. Our customers have been our partners through thick and thin and we gratefully acknowledge them. Most importantly, we thank the ASI family members - their hard work and loyalty has made ASI the success it is today.

We believe our core principles will continue to serve us all as we move forward. No one can predict what the future holds but if we work together, our families and the community will continue to provide a foundation for our children and make a valuable contribution to the future of our company and help our customers succeed.

We encourage you to work hard, be dedicated and keep our focus on customer satisfaction so that ASI will continue to grow and prosper.

The Rolla family thanks all of you.

OUR HISTORY

In **1961** Sebastian “Pat” Grasso started ASI, then called Accessory Specialties Inc., on Astoria Blvd. in Queens, NY, as a selling agent for Cope Corporation. Little did Pat know that he had started what would eventually become the largest washroom accessories and telephone enclosures manufacturer in the world.

The company was started with two part time employees and one full time employee. That first full time employee, Charles “Charlie” LaBarbera, would eventually become the General Manager of ASI in 1975. Charlie continues to be the General Manager/ Senior V.P. of ASI today.

Soon after the company started, Pat brought in his brother, Joseph Grasso, as a partner in the firm. During **1964**, Cope Corporation, the manufacturing arm, was merged into ASI.

In **1967** the company outgrew its location and moved to a facility in the Bronx, NY.

By **1975** ASI had grown to more than 100 employees and had to move again to a 50,000 sq. ft. building in Hunts Point, NY. Growth continued and a second 20,000 sq. ft. facility was added in Peekskill, NY. By **1977** ASI had doubled its size at the Hunts point location, employing approximately 200 people.

In **1978**, ASI moved to its current world headquarters, in Yonkers, NY. At the time the manufacturing capacity at the facility was 85,000 sq. ft. with an additional warehousing capacity of 55,000 sq. ft. added later.



During these years ASI had grown to produce a wide variety of washroom accessories, hospital products and telephone enclosures and other specialties products ranging from paper towel dispensers and commercial mirrors to medicine cabinets, nurse stations, hollow metal doors, subway display boards and even residential wall units marketed under the brand GSW.



In **1983**, ASI bought American Dispenser, a manufacturer of soap dispensers. American Dispenser was incorporated in New Jersey and was located in Carlstad, NJ employing forty-five people. Along with American Dispenser came the assets of Desert Ray Products, a

manufacturer of washroom accessories and hospital products similar to ASI - American Dispenser had acquired Desert Ray in 1972. Desert Ray Products was started in Texas in 1946 by Mr. Hirsch and operated in two facilities totaling 85,000 sq. feet.

In **1985** Moore Dispenser Corporation, a company established in 1890 by Samuel G. Moore as a soap manufacturer, was purchased by ASI as well. Moore Dispenser manufactured similar products as ASI. With roots in Wichita, KS, it had moved to Denver, CO, San Francisco, CA, New York, New Jersey and finally back to New York in 1984.

In **1985** with all these brands under the same ownership it was decided to launch an overarching brand, American Specialties Inc. as the single brand for the many different products that ASI was manufacturing and marketing. ASI had grown to become a resource for architects and contractors alike, providing expertise in writing specifications and assisting in the appropriate selection of products to meet the needs of any commercial building the world over.

In **1986** ASI added The Charles Ramsey Corporation, a manufacturer of grab bars, to its portfolio. At one point in time Ramsey not only made grab bars, but parts for the likes of Baldwin, Steinway and Omaha organs.

In **1987** the Rolla family purchased ASI from Pat Grasso. The Rollas already owned GEM industries in Georgia, Global Partitions, a Long Island, NY-based manufacturer of toilet partitions, and Accurate Partitions, a McCook, IL-based manufacturer of toilet partitions. Thus a new chapter in ASI's history had started. Growth had come organically and via acquisition until this point in time. The Rollas added a disciplined approach to take ASI to a new level of professional business management.

In **1993** ASI purchased Watrous Inc. in Canada to reach the growing Canadian market.

In **1996** ASI purchased McKinney Parker in Scranton, PA, another manufacturer of washroom accessories similar to ASI products.

In **2003** ASI completed construction of a state of the art addition to their existing warehouse in Yonkers. This addition was a 20,000 sq. ft., 50 ft. high warehouse adding 2,640 pallet locations to assist in the expansion.





Also in **2003** ASI began producing a variety of washroom accessories in Toccoa, GA.

In **2009** ASI built another warehousing facility, ASI West, to better serve the needs of our customers.

That same year ASI launched its newest collection, Roval™.

In **2009** ASI won the award for Business of the year in the city of Yonkers, NY.



OUR PROJECTS

ASI products have been a part of many prestigious projects around the world.

In 1976 when the original Yankee Stadium was renovated, ASI accessories were used. Consequently when the new Yankee Stadium was built in 2009, ASI accessories were once again used in the entire stadium.

When the original World Trade Center was built, ASI products graced the buildings. As the new Freedom Tower is built at that site, ASI accessories will once again be part of history.

ASI products have been used in every commercial construction project possible.

Stadiums: Citifield and Yankee Stadium, NY; Soldier Field Renovation, Chicago, IL; the new Dallas Cowboys Stadium; Oakland Coliseum, Invesco Field, CO; Target Field, MN; Busch Stadium, St. Louis, MO; University of California, Davis Stadium ... and the new Madison Square Garden renovation project as well.

Private and Government Office Buildings: Chicago City Hall; Citigroup Buildings; EBay; Goldman Sachs World HQ; Google; Genentech; Lockheed Martin.

Transportation / Airports: JFK Airport, NY; Brooklyn Cruise terminal and New York Cruise Terminal, NY.

Hospitals / Medical Facilities: Memorial Sloan Kettering Cancer Center; NYU Medical Center; Stanford Medical Center.

Convention Centers / Hotels / Chains / and Entertainment: Ritz Carlton, NY; Lincoln Center, NY; Hilton Grand Vacation Resort; Boston Convention Center; McCormick Place, Chicago.

Universities and Schools: University of Notre Dame; Stanford University; UC Berkley; Columbia University.

OUR PRESENT

Today ASI operates in over thirty five countries with approximately 200 International Representatives in several European countries, Canada, China, India, the Middle East, Australia, the Far East and Central and South America.

In the United States ASI is represented by Independent Rep Organizations that have approximately 185 employees covering the Architectural and Aftermarket channels.

At our World HQ, in New York, ASI employees approximately 250 people, making it one of the largest private employers in the City of Yonkers, NY.

With four strategically located warehouses servicing the US, and additional warehouses in Canada and overseas, ASI is committed to having the right mix of products to serve our customers with ***ease of doing business*** as our primary goal. Our Canadian operation, ASI Watrous, services our northern neighbors from coast to coast.

In 2011 ASI, began offering its products as BIM objects to the construction community - proving once again that ASI is at the forefront of technology to meet the growing needs of our customers.

THE ASI GROUP

In 2009 ASI began to market itself along with its sister companies, Global, Accurate and ASI Storage Solutions, as part of the **ASI GROUP** of companies (www.asigroup.us) to become the “Single Source Solution for Partitions, Accessories and Lockers” for our customers.

Accurate Partitions – Established in 1957, this McCook, IL-based manufacturer of toilet partitions has been known to be the innovation leader in toilet partitions. Accurate has many firsts to its credit including being the pioneer of powder coating metal partitions thus eliminating airborne solvents, creating a “greener” more durable product. With every material type and every construction style, Accurate can meet any need our customers might have.

ASI Storage Solutions – Established in 2003 selling lockers for commercial projects, it has grown to become the only locker manufacturer to market, metal, plastic and phenolic lockers in the industry. ASI Storage has expanded to include shelving, cabinets and storage desks and will continue to expand its offering so our customers truly embrace it as the *One Stop Locker Shop*.

Global Partitions - The world's largest manufacturer and supplier of toilet partitions, shower dividers and dressing partitions based in Toccoa, GA, rounds out our family of ASI GROUP companies. Known for outstanding customer service and product quality, Global Partitions manufactures Powder Coated Steel, Stainless Steel, Solid Plastic, Phenolic (both color through and black core) and Plastic Laminate partitions in every construction style.

OUR MISSION

“To Make Our Customers Successful, By Providing Value That Exceeds Price And An Excellent Service Experience”.

So long as we keep our mission statement at the forefront of everything we do, our future will be bright. Over the past 50 years, ASI has remained humble despite its growth and success and we aim to stay that way for the next 50 years and beyond.

Although we have grown from a “one-full-time-employee-operation” in 1961 to a global company, we remain nimble and will adapt to the changing needs in our industry. In many cases we will lead the change and shape buildings of the future. Our loyal customers have afforded us growth, support and in many cases friendship – we value that immensely and we hope to keep your trust and respect as we have in the past.

We thank our employees who have contributed so much to the success of our company and we hope in turn we have shown them our support and trust over the years. It is with their dedication, hard work, adaptability and above all their focus on our customers that we approach our future with a sense of excitement, and confidence.



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