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**For immediate release
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Rebar Software Company Opens Offices in Australia, Middle East, and Europe

In the past seven months, Pittsburgh-based software company Applied Systems Associates, Inc., (aSa) opened offices in Australia, the Middle East, and Europe.

aSa develops software for the reinforcing steel industry. aSa President Scott Leib explains, "Anywhere there's concrete, there's reinforcing steel bars that make the concrete stronger. Companies that cut and bend those bars are called rebar fabricators, and aSa has been serving their needs since 1969."

While a majority of aSa's customers are in the U.S. and Canada, companies in Europe, the Middle East, Australia, and New Zealand also rely on aSa products.

"In the past few years, we have made a concerted effort to increase our market share outside North America," says Leib. "As we continued to gain new international customers, it became increasingly apparent that we needed to establish local offices to provide the high level of personal support and customer care that aSa software users have come to rely on," he explains.

Steven Selig, Director, aSa Australia, provides local sales and service to the Australasian market from Brisbane. Steven worked with the sales team in the company's Murrysville office before moving to Australia in June with his family.

Selig notes, "Even in the shadow of a turbulent global economy, Australian fabricators are still obtaining new projects. aSa is committed to ensuring success in this market and building business relationships that will last far into the future."

aSa Middle East officially opened its doors on November 20. The new office is in Dubai Internet City, United Arab Emirates (UAE), the information and communications hub of the region. Director of aSa Middle East Rabee El Mohammadi provides a local contact for fabricators in the Arabian Gulf, North Africa, and India.

El Mohammadi has several years of experience working with rebar software and the reinforcing steel industry in the region. "The surprising thing is how close aSa does things to the Middle East way," he says.

"American companies are known worldwide for their customer service," he continues. "With 39 years of experience and our knowledgeable staff, aSa is able to provide a level of service that other rebar software companies in this area cannot," adds El Mohammadi.

The newest addition is aSa Europe, based in Cardiff, Wales, about 150 miles west of London. aSa Europe Director Adrian Sen worked with one of the largest rebar fabrication companies in the U.K. before coming on-board with aSa.

“The knowledge, experience, and friendliness of all the aSa staff are extraordinary,” says Sen. He continues, “When aSa approached me to run their European operation, I didn’t have to think very hard about my decision. Not only will I be responsible for sales, marketing, implementation, and support of aSa systems, I will be raising awareness of the aSa brand throughout Europe. I am very excited to be joining a highly professional team that I regard to be the best in the business!”

aSa is the world’s leading provider of software for the reinforcing steel industry and a three-time Pittsburgh Technology Council “Tech 50 Award” finalist. In addition to the staff in Brisbane, Dubai, and Cardiff (Wales), aSa employs 65 people in its headquarters near Pittsburgh. Learn more at the company’s website, www.asarebar.com.

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