

reinforcer

Lafayette Bridge
Minnesota

SUPPORT | 8 ways to get answers

CUSTOMER FEATURE | 4 generations of customer service

STAFF FEATURE | aSa Directors

PLANT MANAGER | Visualize your operation

Letter from the President



Up, up, and away!

scott.leib@asaHQ.com

It had a little bit of a slow start. But now, aSa Go Rebar is taking off (both figuratively and literally)! aSa clients and hundreds of their customers have entered thousands of orders using aSa Go Rebar.

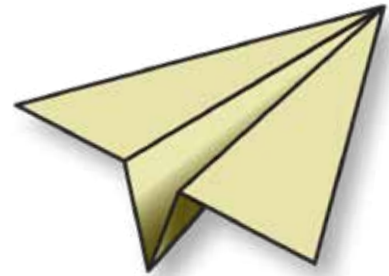
What is Go Rebar? Introduced in 2016, it's a web-based order entry (Bar List / BBS) application. It allows your customers to request a quote or place an order from the convenience of their own computer – without the need for a hand-written order, Excel spreadsheet, or fax machine.

With Go Rebar, you'll never have to install software or apply updates. Instead, you simply log into a special website. Plus, it's easy to get started. aSa staff helps to define typical and non-typical rebar shapes. Set up customers, jobs, and users; add any miscellaneous product items that you supply; then, it's ready to go. The software is visual and intuitive. (Go Rebar is actually very similar to our new aSa Studio Order Entry software, which is even more feature rich, but still simple to use.)

aSa provides a web widget so that you can connect Go Rebar directly to your own website, enabling your customers to launch Go Rebar from your home page. You control which customers have access to the system and also who can receive the Go Rebar orders at your company. When data entry is finished, your customers click the "airplane" button to email the order to you for easy import into your aSa system. It's that simple!

aSa Go Rebar is hosted in the cloud and is a true Software as a Service (SaaS) product, making it a snap to set up and maintain. It is separate from your main aSa database, keeping all data safe and secure. It's time to put Go Rebar to work for you and your customers. Contact me or someone on our sales team to find out why more people are using aSa Go Rebar.

Scott D. Leib
President/CEO



Subscribe

To subscribe to the Reinforcer, browse to www.asarebar.com/contactus/subscriptions.

aSa Client Care Portal and eLearn



The Client Care Portal is a special website exclusively for customers enrolled in aSa Client Care. It contains program downloads, all of our documentation, and a help desk where you can enter and manage your support tickets. portal.asarebar.com

aSa eLearn is our training site. Take classes, view your progress, test your knowledge, and more. asarebar.com/elearn

Need Help?

Whether you have a quick question or one that is more involved, our sales and consulting teams are ready to help.

1.800.CALL.ASA
+1.724.733.8700

Customer Service
customerservice@asaHQ.com

Reinforcing Applications Support
racsupport@asaHQ.com

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Business Applications Support
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icsupport@asaHQ.com

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Features



6

8 Ways to Get Answers

Do you have questions about aSa software? The answer may be just a few clicks away. Learn about some of the ways to get help.

8

4 Generations of Customer Service

Contractors Materials Company celebrates their 111th anniversary.



10

aSa Directors

With more than 135 years of experience combined, aSa's directors bring plenty of expertise to the table.



aSa Reinforcer: Volume 25 · Number 2

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Cover photo: Lafayette Bridge in St. Paul, MN, contains 6.6 million pounds of stainless steel rebar fabricated by Corrosion Resistant Reinforcing - see page 8. Photo credit — Tom Alvarez • www.tomalvarez.com

News & Events

For more information about aSa events, visit the aSa Events page at www.asarebar.com/AboutaSa/Events.aspx



BIM Forum Las Vegas

SEPTEMBER Join us September 24-26 at The Cosmopolitan of Las Vegas for the BIM Forum. Visit us at booth 412 to discover how aSa's BIM solutions can increase production and boost your bottom line.

World of Concrete Las Vegas

JANUARY 2019 Join us at World of Concrete 2019, January 22-25. Visit aSa booth N2600 in the Las Vegas Convention Center. We'll also be in Booth N1743 in the Technology and Construction section.



The Precast Show Louisville

FEBRUARY 2019 Plan to join us at The Precast Show, the largest precast-specific trade show in North America. The event runs February 28 - March 2, 2019, in Louisville at the Kentucky International Convention Center.



aSa Software Forum Pittsburgh

MARCH 2019 Mark your calendar and make plans to join us in Pittsburgh March 19-21, 2019. It will be a great time for aSa software training and networking as aSa celebrates its 50th anniversary.



Bauma 2019 Munich

APRIL 2019 Plan to join us at Bauma 2019, the world's largest construction equipment exhibition April 8-14, 2019, in Munich, Germany. Visit us at Hall C3 Booth 511.



aSa Holidays

aSa headquarters will be closed for the following holidays:

- Labor Day - September 3
- Thanksgiving - November 22 & 23
- Christmas - December 24 & 25
- New Year's - December 31 & January 1

Currently Supported aSa Software Versions

aSa currently supports v16.2, released May 2017, and v16.1, released March 2016.

Version 14.2 and all previous versions are retired. Our consultants will continue to provide phone and e-mail support for all products, including retired versions. However, we will not make any code changes — including patches, upgrades, or enhancements — for versions that have been retired. If you require a change to a particular product, and your version has been retired, you must upgrade to the newest version.



Do It Better with aSa

Comparing Estimated to Actual Job Information

Rebar Financials includes many reports and inquiries to help track the progress of jobs. These tools compare the quantity of material estimated to what has actually been shipped and invoiced. They also compare the monetary value of the estimate to what has been shipped and billed. Percent complete, change order tracking, and extra to contract values are also present on many of the reports and inquiries. The Job Status Report displays the status of all open jobs, and the Job Summary Inquiry is used to analyze specific items estimated, and shipped on one job.

Track Jobs from Start to Finish

Reports and inquiries ensure that you fully bill each contract, while preventing over or under shipping problems.

Ensure "Extras" are Billed Correctly

Easily identify extra to contract material with reports and inquiries.

aSa Rebar Financials
Job Status

Job	Customer	Job Name	Rebar Only			Est. Value
			Estimated Pounds	Shipped Pounds	Remaining Pounds	
08-251	ROSEMONT	Kings Cross World HQ	1,167,625	6,028	1,161,597	438,100
09-255	FATCON	PHC Park Stadium 125	1,171,190	54,188	1,117,002	489,300
14-285	DEFF	3 Rivers Casino	205,000	3,851	201,149	140,000
14-286	EPERT	Kohl's at Pittsburgh Mills	1,166,859	2,329	1,164,530	571,000
14-287	SMITH	Trinity Church Rec Hall	0	13,213	-13,213	
Report Total:			3,709,674	97,608	3,612,066	1,838,400
Excluded Overage:					-43,213	

aSa Rebar Financials
aSa Excuse Code Report - Rebar only
Starting: 1/1/2018 Ending: 6/30/2018

Job	CC	Release	Percent Shipped	Sales Value
Excuse Code: Extra to Contract				
09-2021			636	300.00
07-014			451	230.00
09-056			2,580	1,815.00
14-119	2QR	3--0	23,407	10,408.62
08-0120	244	1--0	1,212	571.30
(5) Excuse Code: Extra to Contract			28,226	13,485.42
Report Total:			28,226	13,485.42

aSa Rebar Financials
Job Status

Job	Customer	Job Name	Rebar Only			Est. Value
			Estimated Pounds	Shipped Pounds	Remaining Pounds	
08-251	ROSEMONT	Kings Cross World HQ	1,167,629	6,028	1,161,601	438,100
09-255	FATCON	PHC Park Stadium 125	1,171,190	54,188	1,117,002	489,300
14-285	DEFF	3 Rivers Casino	205,000	3,851	201,149	140,000
14-286	EPERT	Kohl's at Pittsburgh Mills	1,166,859	2,329	1,164,530	571,000
14-287	SMITH	Trinity Church Rec Hall	0	13,213	-13,213	
Report Total:			3,709,678	97,608	3,612,070	1,838,400
Excluded Overage:					-43,213	

aSa Job Summary - 26.02.074

Estimate vs Actual										Options		
Bid Group	Bid Item	PC	Item	Billing Mode	CO	CO Type	UM	Est Qty	Act Qty	Qty Diff		
B5001	B1102	S	R80360	UP			lbs	0.000	1,779.000	-1,779.000		
B5001	B1102	S	R80360	UP			lbs	5,000.000	0.000	5,000.000		
B5001	B1102	S	R80360	UP			lbs	5,000.000	0.000	5,000.000		
B5001	B1102	S	R80360	UP			lbs	5,000.000	0.000	5,000.000		
B5002	B1201	S	R80360	UP			lbs	0.000	774.000	-774.000		
B5002	B1201	S	R80460	UP			lbs	0.000	1,804.000	-1,804.000		
B5002	B1201	S	R80360	UP			lbs	0.000	14,643.999	-14,643.999		
B5002	B1201	S	R80360	UP			lbs	0.000	13,516.999	-13,516.999		
B5002	B1201	S	R81060	UP			lbs	10,000.000	0.000	10,000.000		
B5002	B1201	S	R81160	UP			lbs	10,000.000	0.000	10,000.000		
B5002	B1202	S	R80360	UP			lbs	12,000.000	0.000	12,000.000		
B5002	B1202	S	R80360	UP			lbs	18,000.000	0.000	18,000.000		
B5002	B1202	S	R80760	UP			lbs	10,000.000	0.000	10,000.000		
B5002	B1203	S	R80360	UP			lbs	0.000	184.000	-184.000		
B5002	B1203	S	R80460	UP			lbs	0.000	1,532.000	-1,532.000		
B5002	B1209	S	R80460	UP			lbs	0.000	4,351.000	-4,351.000		

Lump Sum Job Billing Accuracy

Rebar Financials analysis reporting helps determine final invoice billing rates.

Gauge the Viability of Estimates

Detailed reporting provides peace of mind to know that your estimators provide accurate estimates.

Support

About Client Care

aSa Client Care provides software updates; phone, email, and web support; access to Client Care Portal and eLearn sites; and more.



AUTHOR
Jason Butina

8 ways to Get answers

Coming Soon

We're in the planning stages for some exciting new resources! Watch for information about live webinars, weekly mini-training videos, and additional Spanish support content.

If you have a question about aSa software, the answer you need may be just a couple clicks away. Try one of the following solutions the next time you need help.



Enter help desk ticket
View your existing tickets

Help Desk

1. Did you know you can enter help desk tickets online? Bonus: Easily check the status of ongoing tickets, too. portal.asarebar.com > *Help Desk*



Knowledge Base

2. We have hundreds of helpful hints organized by module. Plus, the Knowledge Base is fully searchable. portal.asarebar.com > *Resources* > *Knowledge Base*

Getting Started

CLIENT CARE PORTAL Many of the resources listed here are on our Client Care Portal site. New to the Portal? Visit portal.asarebar.com, then click the "Register Now" link. When you register for the Client Care Portal, we automatically set you up on the eLearn site, too.

Helpful Emails

CONTACT SUPPORT GROUPS
RACsupport@asaHQ.com - Reinforcing and IT
CADsupport@asaHQ.com - CAD and ProRebar
BACsupport@asaHQ.com - Business Applications
ICsupport@asaHQ.com - Shear Console



eLearn

3. Log onto our online training site and take courses at your own pace. The site tracks your progress and issues certificates for completed classes. eLearn is included with aSa Client Care. default-asarebar.talentlms.com



Group Emails

4. Don't spend time waiting for a specific consultant to return your call. Send an email to the entire group, and the first available person will contact you. See "Helpful Emails," opposite page.




Printable User Guides

5. Want to go old school with hard copy documentation? All of our user guides are available in PDF format on the Client Care Portal. portal.asarebar.com > Resources > User Guides and Documentation



Help Search

6. Nearly every aSa module has online help. Click the Question mark  to launch help, then use the Search tab to find the information you need. *Built into aSa software*



Reinforcer Express

7. Our monthly e-newsletter contains links to the newest software releases, user guides, and training videos. Subscribe on our Client Care Portal. portal.asarebar.com > Connections > Reinforcer Express Newsletter



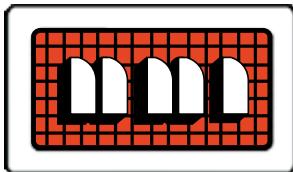
Release Notes

8. Every major and minor aSa release includes a list of changes included in the update. Change Request (CR) numbers provide a reference for any customer suggestions or issues. *Provided on the aSa install DVD and with downloadable zip updates*



4

Generations of Customer Service



There are not many companies still in business more than 100 years after they started. Yet, the four-generation, family-owned Contractors Materials Company in Cincinnati is celebrating its 111th anniversary. William H.

Luken Sr. founded the company in 1907 during the presidency of Theodore Roosevelt. At the time, automobiles were gaining popularity and the business primarily focused on the supply of granite paving stones and curbs for city streets. During the late 1940s, William Jr. and his brother, Robert, joined their father in the business, which added additional

concrete paving accessories and 20-foot small diameter reinforcing bars to their inventory. In December 1977, William (Bill) H. Luken III began working at Contractors Materials Company. On April 1, 1978, Bill became a principal in the organization after his father's retirement. After his uncle's retirement in December, 1980, Bill began to add other concrete construction products and accessories to the company's inventory mix, which now included rebar fabrication. During his tenure, Contractors

Customer Feature

AUTHOR
Jerry Born




Bill Luken



Rob Faircloth



The 3-year old, 70,000 square foot home of Corrosion Resistant Reinforcing in Walton, KY, is capable of producing #3 through #11's from stainless coil up to 60 feet in continuous monolithic straight lengths. 


Materials expanded operations with new, larger, and more up-to-date equipment and related facilities to help meet the needs of their customer base.

In 1989, they expanded again with a sister company, MMI of Kentucky, housed in a new 25,000-square-foot facility in Lexington. MMI primarily provides the same product mix as Contractors Materials on a somewhat smaller scale. Their market includes highway and bridge paving contractors and specialty concrete contractors in Kentucky and Northern Tennessee.

Almost 10 years ago, when Bill was considering retirement, an ownership transition was offered to Bill's daughter, Megan, and her husband, Rob Faircloth. Rob has been with the company nearly nine years. Total Luken ownership was transferred to Rob, Megan, and their son, Luke Faircloth, in June 2012.

A couple of years before Rob joined the CMC/MMI team, the company realized an opportunity to begin fabricating stainless steel reinforcing. Initially, the stainless steel rebar was fabricated at their Cincinnati location. It was soon evident that more space was needed, and a 60,000-square-foot building was leased for the sole purpose of fabricating stainless steel rebar. However, the leased facility did not provide efficient material handling. Rob then began to look for a suitable location to build a new facility. The decision was made to build in Walton, Kentucky, and to also form a new company, Corrosion Resistant Reinforcing (CRR). The Walton location is only 35 miles from their main stainless steel supplier and is located close to several major



CRR produces stainless couplers from the same heat as the fabricated bars to ensure consistent chemistry requirements for each job. The deformations on their couplers also help prevent isolated slippage. 

highway interchanges near the Ohio/Kentucky border.

In March 2015, CRR moved into a new 70,000-square-foot concrete tilt building in Walton for the exclusive purpose of fabricating stainless steel rebar. During the initial years of fabricating stainless rebar, it soon became evident that an exclusive facility was needed to eliminate any contamination caused by carbon rebar fabrication. According to Bill, "Having the least bit of carbon debris on our stainless product can cause the inspector to reject the bars at the

> continued on page 14



aSa Directors

With more than 135 years of experience combined, aSa's directors bring plenty of expertise to the table.

Michele Albert, Director, Business Systems, started at aSa in 1982. She was hired as an Analyst in the Commercial (Business) Systems department to do software development in aSa's second generation software for the DEC PDP-11 system. Michele moved into a Senior Analyst position before being promoted to manager of the department. As the company grew, Michele was promoted to director and is now a key designer of aSa's fifth generation software. Compared to her previous positions, her current position involves less

programming, customer support, and installations – unless you need help with the DOS Commercial System. Michele's hobbies include collecting shot glasses, magnets, matchbook covers and Pez dispensers. She also has a great love for animals and volunteers with a local animal rescue group. Her two Bernese Mountain dogs, Mia and Scarlett, are office regulars. Something many people don't know about Michele – she was a majorette in high school, but decided to switch to color guard so she could learn how to twirl a rifle.

Frank Zambotti is Director, Systems Integration, has been with aSa for over 34 years. Frank was originally hired as a programmer/analyst. He worked on developing the Commercial (Business) System software that would later become Rebar Financials, as well as Estimating. Frank moved from programming to IT and networking when aSa moved from mini-computers to the PC platform. He was the Manager of IT until being promoted to Director, Systems Integration in 2001. Frank's current job is mostly sales oriented. "I enjoy the customer interaction and use my technology background when preparing proposals for server upgrades and other hardware implementations," he says. Frank almost became a private pilot. He took the courses, passed the FAA exam, and was a couple hours shy of his first solo flight when he stopped. Outside of aviation,



Left to right: Victor Choltco, Matt Ferris, Michele Albert, Andrew Wakefield, and Frank Zambotti.



Frank has many other hobbies including beekeeping, restoring tractors, and making wine.

Victor Choltco, Director, Information Technology, started his career at aSa in 1996 as Technical Support Specialist. His responsibilities included customer phone support; setup, configuration, and shipping of hardware orders; and onsite hardware installations. Earning three promotions in the first five years of employment, Victor was promoted to the Manager of IT Services in 2001 – one of his proudest moments at aSa. He was in that position nine years before becoming the Director of IT. His current role consists of research and development for aSa and customers' technology needs and project management. He also oversees and



Jeff Cochrane



Steve Hawkins

directs all activities of the IT department. Victor's hobbies include playing guitar (he's in a 90s alternative rock cover band called Mona Lisa Smile), photography, fishing, and home improvement projects.

Jeff Cochrane, Director, Software Design, was hired as the Manager of Basic Systems Development in August 1998. Over the years, he has worked closely with most of aSa's development groups, including CAD/Detailing, Business Systems, and Industrial Controls. For the last eight years, his focus has been the development of ProConcrete and ProRebar. Prior to aSa, Jeff worked at a family-owned rebar fabrication shop in North Carolina where his responsibilities centered around sales, estimating, and detailing. Similar to what he does at aSa, he also developed his own software for the rebar fabrication industry and sold it to other fabricators across the country. Jeff's favorite aSa memory is when he played his saxophone on the stage of the Hard Rock Café at the 2013 Rock 'n Rebar Software Forum. Jeff also enjoys water skiing and photography.

Matt Ferris, is Director, Reinforcing Systems Design. Prior to his promotion, he was a software engineer for 16 years. Matt focused mostly on Order Entry, shape validation, and shape graphics. As director, Matt is able to provide technical input and review the design and functionality of aSa software. One of Matt's more involved projects is Go Rebar. According to Matt, "It was very rewarding to see a project start from ideas, then grow and evolve, to ultimately a production release with many users relying on it for their day-to-day operations." Matt's hobbies include playing music, electronics, and spending time with his family. Matt also enjoys playing and repairing pinball, arcade coin-ops, and arcade emulators with his wife and kids.

aSa Staff

AUTHOR
Becky Hamilton

Andrew Wakefield, Director, Process Control, moved from Australia and began working for aSa in March 2011. He was hired as the Director of Reinforcing Systems Design. Earlier this year, his title was changed to Director of Process Control, which is more in line with his skill set. Prior to aSa, Andrew worked for OneSteel, the largest mill and fabricator in Australia, where he gained years of rebar industry experience. Andrew enjoys working on his home theater and really loves being in the United States.

Steve Hawkins, Director, Market Development, joined aSa in January 2017. Before joining the team at aSa, Steve worked for CRSI where he most recently served as Vice President of Marketing. During his 18 years with CRSI, he had the pleasure of occasionally working with Scott Leib, Dave Grundler, and Tim Berg on industry marketing, foundation, and technical committee activities. Steve has enjoyed making many new friends with the aSa family since the first software forum he attended as a staff member in 2017. "I happily discovered a remarkable group of talented people who work and communicate with each other very well and have fun doing it," says Steve. His hobbies include photography, woodworking, and walking eight miles a day. He is also curious how a five-ounce bird can carry a one-pound coconut (Monty Python).

As aSa approaches its 50th anniversary, we would like to thank all of our customers for their loyalty and for making our software and services successful. We would also like to thank our director team and all of our staff for their dedication to aSa and our clients.

VISUALIZE your operation

New views provide a graphic, real-time picture of your machines, loads, jobs, and fabricating locations at a glance.

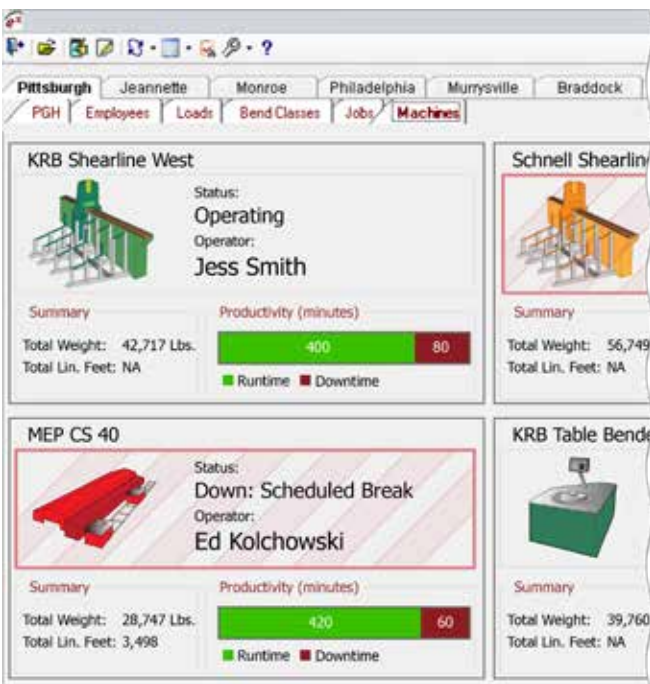
When you want a quick status update without digging through data, nothing tells the story like an infographic. Five new bar chart-based Plant Manager views provide easy-to-process information so you can make smart decisions and answer questions quickly.

Several of the new views were introduced in aSa v16.2 and the rest will be included in v18.1 later this year.

About Plant Manager

Plant Manager is a free tool that is included with aSa Scheduling and Material Tracking. It provides real-time and historical data based on inventory and material tracking scans.

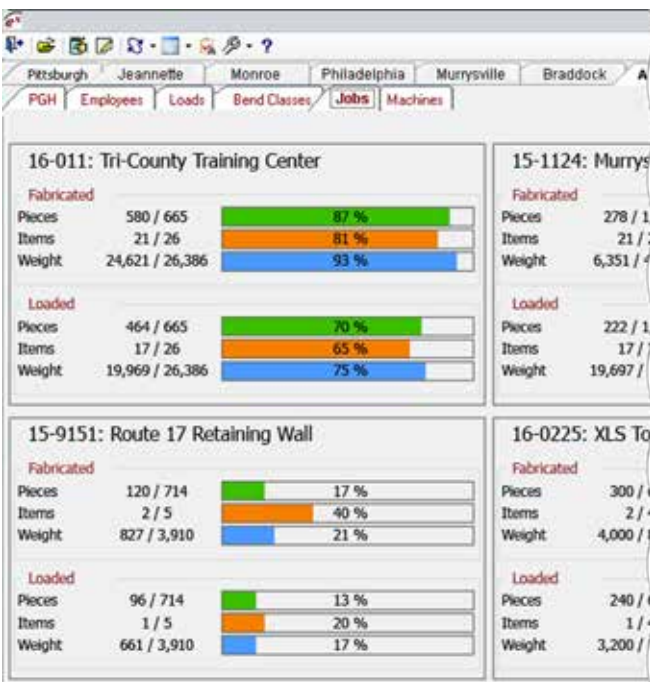




⤴ At a glance, you can see which machines are producing material and which machines are down. Charts visually compare runtime and downtime for all of your equipment.

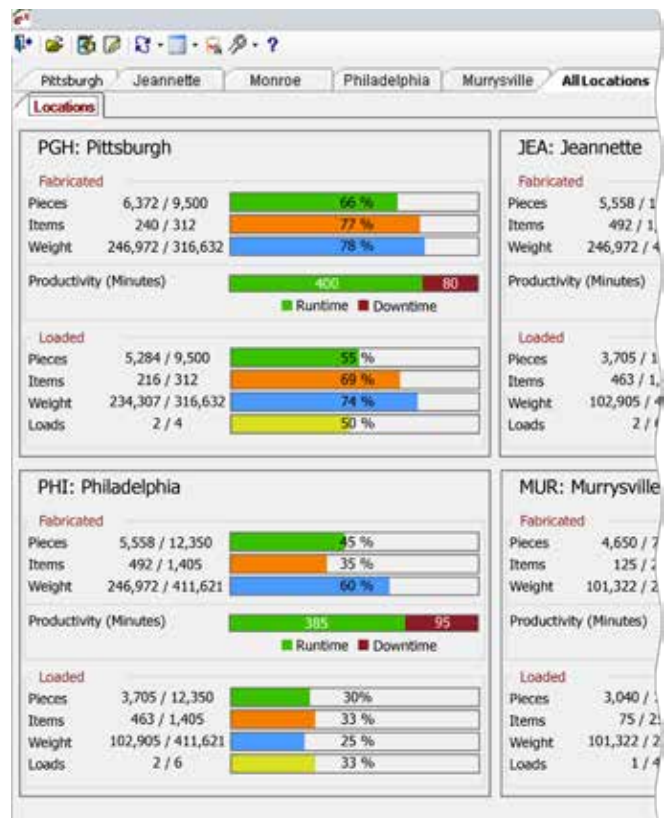


⤴ See pieces, items, time, and weight for each trailer as it is being loaded. A similar view shows the same statistics for each bend class.



⤴ Another new view shows you the fabricated and loaded status of each job.

➡ If you manage multiple fabricating plants, you can now view each shop's progress on a single tab.



Customer Feature

4 Generations of Customer Service (continued from page 9)

jobsite.” He continues, “By maintaining a clean carbon contaminant-free environment in our (stainless) shop, we virtually eliminate expensive rejected products at the jobsite.”

CRR generally fabricates every bar from stainless rebar coils. They prefer coiled rebar for several reasons. First, like carbon bar, remnants and expensive scrap are reduced. Second, because most stainless mills are typically limited to 12 meters in straight lengths, CRR can provide continuous monolithic lengths up to 60 feet for #3 through #11 bar. Also, it’s more productive and economical for the stainless mill to pickle 3,500 pound coils than straight lengths. Additionally, the mills generally offer a discount for purchasing stainless bar in coil.

CRR is proud of the couplers they developed for stainless steel reinforced construction projects. It was Rob’s idea to make couplers out of stainless steel rebar; this way the couplers have the same chemical make-up as the fabricated steel. The couplers have been tested and approved by numerous states. CRR also produces rolled thread on the male bar they supply with their couplers. In addition to matching chemistries and possible heats, the deformations on their couplers help with reduced isolated slippage when in place.

Stainless reinforcement has been used extensively and successfully in Europe and the Middle East for years. Only recently has the US become more interested in using stainless steel rebar in the interest of its life cycle costing. The majority of CRR’s stainless rebar is used for, but not limited to, highway and bridge projects throughout the US and Canada. Despite being considerably more expensive up front, in the long run, stainless has a considered lifespan

of nearly 100 years in reinforced concrete design before it requires major restoration, according to Bill.

“We recently conducted our mid-year inventory at CRR using aSa’s barcoding solutions and saved approximately 50% of the man hours it would have taken without using aSa.”

— Bill Luken

CMC, MMI, and CRR use a variety of aSa modules from Estimating to Rebar Financials at all of their locations. According to Bill, one of the major keys to success has been the use of aSa Optimized Shearing. While they own a license for aSa Material Tracking and other barcoding solutions at only the CRR site, a recent inventory of materials has proven its value. “We recently conducted our mid-year inventory at CRR using aSa’s barcoding solutions and saved approximately 50% of the man hours it would have taken without using aSa,” says Bill. He continues, “For stainless rebar, material tracking is extremely important. Because of our success and experience with aSa Material Tracking at CRR, we are currently in the process of implementing it at Contractors Materials and will eventually bring MMI into the Material Tracking fold!”

aSa Material Tracking uses barcode scanning technology to record every step of the fabrication process, including the date and time of each operation and the persons responsible for all stages

of producing and shipping an item. This real-time record provides an extra level of quality assurance in the shop. Material Tracking also helps fabricators make smart decisions based on employee and machine productivity rates. When used with Bundle Inventory, heat information is automatically associated to each fabricated item. When combined with aSa Scheduling, Production, and Load Tracking modules, employees get all the information they need to efficiently plan, execute, and follow up on material fabrication and delivery.

On July 28, 2018, CRR passed its first Wiss Janney Elstner inspection for the CRSI “Standard Practice for Stainless Steel Reinforcing Facilities.” CRR/CMC has been working on the program for the past five years. This standard is recognized by ANSI and is very similar in structure to the CRSI/ANSI standards program that governs the epoxy coated rebar industry. Salit Specialty Rebar, another stainless producer, also passed inspection for the new standard. The program will soon be launched with a press release to all US Department of Transportation offices, Canadian Ministries of Transportation, and others within the engineering community. □

Some of CRR’s Stainless Rebar Projects

- NE Anthony Henday Bridge (Alberta) - 13.9*
- St. Croix Crossing (Minnesota) - 10.3*
- Bayonne Bridge (New Jersey) - 6.7*
- Lafayette Bridge (Minnesota) - 6.6*
- Gerald Desmond Bridge (California) - 2.5*
- Dresbach Bridge (Wisconsin) - 2.0*
- Cross Bronx Expressway (New York) - 1.2*
- Brattleboro Bridge (Vermont) - 1.0*

* Total rebar pounds in millions

AUTHOR
Steve Hawkins



Photo: Victor Choltco

Surprise! The best time to train is when you are busy

On the surface, this advice appears to run contrary to what we might expect. In a very busy and highly competitive construction market, we immediately ask, "Can we really afford to train now?" A better question might be, "Can we really afford not to?"

There are two compelling reasons to make training a priority.


First, in our industry's "new normal," fabricators must continue to meet demands while quickly adapting to new systems, tools, and technologies. A growing collection of high-tech

tools (BIM, Digital Material Tracking, Production Optimization, etc.) promise to greatly improve efficiency but deliver results only when teams commit to learn and utilize them. In today's competitive environment, failure to meet the challenges of technological change through education is simply not a realistic option.

Second, proficiency takes time. Waiting for "a slow time" to train can be very costly by granting an unnecessary advantage to competitors. In addition, inadequate training frequently results in the underutilization of systems needed to meet schedules and generate profitability.

For these important reasons, aSa offers numerous forms of office, shop, field, classroom, and online training to help our customers conveniently access the information they need to stay ahead of the competition.

aSa's powerful tools in the hands of well-trained professionals can make a tremendous difference to a company's competitiveness and profitability. We encourage everyone to take full advantage of aSa's many flexible training options to meet your needs from design through production.

Contact aSa and ask for details today. 



Bundle Inventory



Material Tracking



Load Tracking

Rugged and durable

Impact-protected body and Corning Gorilla Glass screen.

Fast and powerful

Built-in 1.8 GHz hexa-core 64-bit processor.

Easy to use

Glove-friendly touch-screen operation.

Omnidirectional scanning; captures even dirty or poorly printed barcodes.

Browser-based

The physical scanner isn't the only thing that's new. The aSa software that runs on our mobile scanners is now browser-based, rather than dependent on the device's operating system. This opens up the possibility for adding additional devices and new jobsite tools in the future.

Optional trigger handle

An optional trigger-style handle is also available for purchase.



Introducing aSa's new Mobile Scanner Zebra TC56

aSa's new mobile scanner may look like a normal everyday cell phone ... but behind the contemporary design is a device that is built for speed, connectivity, and the rigors of your rebar shop. We are now offering the Zebra TC56 as our solution for mobile scanning. Requires aSa v16.2 or higher.

Dependable connection speeds

Supports the fastest Wi-Fi connections and 4G LTE cellular connectivity.

Mobile scanners are used by aSa Bundle Inventory, Material Tracking, and Load Tracking modules. They are ideal for scanning at stock bins, loading bays, and other areas where mobility is required.

Ready to order or need more information?
e-mail us today at info@asaHQ.com.