

YOU MAY HAVE
NOTICED **WE'VE**
CHANGED?



BLUECHIPGROUP

Architectural Building Envelopes



Who we are

From the structure out, we've got you covered.

Blue Chip Group Pty Ltd is a Western Australian owned family company based in Perth and we specialise in supplying high quality facade systems, cladding, decking and associated products to the building industry.

Our history in the WA building market goes right back to 1927 when our original family company first began supplying architectural building envelopes and today Blue Chip Group has grown to include 6 different specialist product divisions.

Our focus is on the design, manufacture and distribution of leading edge architectural building envelope solutions from the structure out. We are dedicated to providing innovative envelope packages that exceed the aesthetic, thermal and maintenance expectations of each project.

Our revised brand structure



BLUECHIP GROUP PRODUCT AREAS/DIVISIONS:



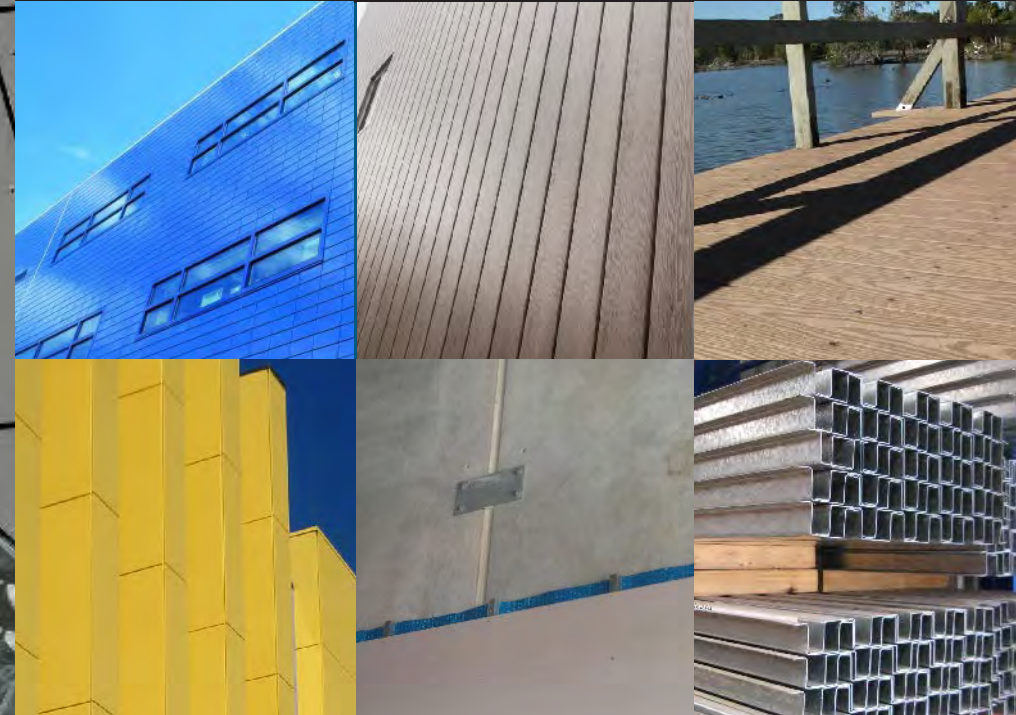
Bluechip Group has now redeveloped its previous product offers to become more closely aligned with the parent brand.

Each range of products has now been organised to sit within a new specific Bluechip branded sub division/service area. Previous individual product brand names will remain in word form only.

This helps the company to build and organise each division better and clients to be able to more easily find and order the type of product.



What we now offer our clients.



KEY DIVISIONS:

- **Bluechip Facade Panels**
- **Bluechip Rightwood Cladding**
- **Bluechip Rightwood Decking**
- **Bluechip CFC Cladding**
- **Bluechip Insulation Products**
- **Bluechip Framing Systems**

Growing the business.

The management at Bluechip Group could see that the business was evolving and also that the current products needed to be presented in a simpler and easier to organise system.

A product brand realignment from the older individual based product model was required. Bluechip Group have now embraced a more intuitive product brand architecture system that helps the business find efficiencies through better business organisation and clear product communication to clients.

The company has now built its product ranges around 6 key product divisions – each with a specific range of quality products to offer.

1.



SERVICING AUSTRALIA SINCE 1927

2.



PROGRESSIVE

3.



ONE STOP SHOP

4.



IN HOUSE SPECIALISTS

5.



LARGE STOCK AVAILABILITY

6.



DEDICATED PERSONAL SERVICE

Our benefits.

1.

Our history in the Australian building market goes right back to 1927 when our original family company first began supplying architectural building envelopes. Today Blue Chip Group has a number of in-house product divisions with a focus on providing building envelope solutions from the structure out.

4.

We have dedicated in-house product specialists who can assist you on your project. From concept, design, documentation, tender, construction and handover we are here to ensure the envelope on your project is a success. We offer free product consultations, free samples, technical assistance and anything further you may require.

2.

We are an innovative and proactive organisation, consistently delivering industry leading envelope solutions; renowned for excellence of product and superior customer service you will constantly see us developing, evolving and adapting and offering solutions to suit the ever changing world we have today.

5.

With one of the largest stock holds in Australia, we have the ability to ensure a consistent and timely supply to our dedicated installer network. In addition to this, our flexible and innovative approach allows us to work closely with our clients to deliver the best possible project outcomes.

3.

We offer a complete solution for your building envelope requirements from the membrane or insulation, framing systems, cladding materials, fixings and accessories required to complete your building envelope. From concept to completion we can assist you every step of the way.

6.

Our superior service never stops, even after receiving an order. All project orders are assigned a job number so your team can call up deliveries as needed at any time. Our customer service team will update you with dispatch details so you can relax knowing you have a reliable, transparent and honest partner to help you complete projects in budget and on time.

A modern, multi-story building with a mix of grey, blue, and white panels. A prominent blue structural frame is visible on the left side. The building is set against a clear blue sky.

What has changed for our people?

At Bluechip Group one of our greatest strengths is our people.

Our people will now have a clearer business structure to work within and this will also help personnel from each product division to focus on the specific products within the division.

Clearer lines of communication have been created between our managers and staff for the 6 newly defined product areas.

Our clients also benefit by now having a more streamlined and defined product list to easily choose from.

WELCOME ABOARD!



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www.bluechipgroup.net.au

Facade Panels

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Framing Systems

Insulation Products