

Safetyline Jalousie Announce Partnership with Darley Aluminium

Darley Aluminium is now distributing Safetyline Jalousie Louvre windows to 2000 aluminium fabricators across Australia.

Safetyline Jalousie louvre windows are proud to officially announce their partnership with leading Australian distributor of aluminium, Darley Aluminium.

As part of the agreement, Darley Aluminium is now distributing Safetyline Jalousie Louvre windows to 2000 aluminium fabricators across Australia.

It's a win-win for the family-owned businesses, with Safetyline Jalousie Director, Leigh Rust expecting a potential increase in sales by 25% over the next two years.

"Our partnership with Darley has essentially doubled our salesforce," said Leigh. "With access to additional sales reps across Australia, we have the potential to quadruple our reach."

As industry leaders, Safetyline Jalousie is yet to be challenged as the manufacturers of the highest performing Louvre window in the world, in all key metrics.

"Darley Aluminium share the same passion for excellence in designing and distributing window and door systems which offer superior performance and style," said Leigh.

"It's one of the main reasons why we pursued this partnership."

Traditionally, Safetyline Jalousie's business model has been focused on driving the market from the top down but with the new partnership in place, Darley will drive growth from the bottom up.

Darley Aluminium has been designing and distributing window systems for more than 23-years and is a leading distributor of aluminium extrusion products and associated components used in residential, commercial and industrial applications.

Darley's CEO, Nick Fazzolari wants to continue being a leader in the aluminium industry and part of his plan involved partnering with like-minded businesses like Safetyline Jalousie.

"Safetyline Jalousie manufactures high-quality products known for their high performance and we are pleased we can now offer this product to our customers." Said Nick.

A family-owned and operated business, Darley's systems are designed locally in Australia and manufactured by one of the largest aluminium extrusion factories in China.

With four warehouses Australia wide, high-quality window systems and manufacturing options, Darley can provide the complete solution.

To place an order or find out more, customers can speak to their Account Managers or contact their local Darley branch – www.darleyaluminium.com.au

For more information about this new distributor partnership, please contact Darley Aluminium; Marketing Manager: Maria Babic on 0404 946 622 or maria_babic@darleyaluminium.com.au or Safetyline Jalousie Media Contact, Amanda Williams on 0414 605 850 or amanda@yellowpanda.com.au

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