

At Home with Innovation

As most of you reading this article will be acutely aware, the home building industry in Victoria is highly competitive with numerous organisations all vying for a slice of the pie. It's ever more apparent in this industry that pushing the envelope of what has been seen previously is becoming the norm. So, in order to build what no one has seen before, innovation and courage are the two key ingredients for success.

One such organisation that is at the forefront of innovation in Victorian home building is JAB Developments.

John Brogna, of JAB Developments, believes what sets his company apart from their competitors is a willingness to pursue innovation in all forms - from unique design elements to new products on the market which enable previously unheard of features to become reality. It's this courage in planning and execution that gives JAB an edge in this cutthroat market.

An example of this willingness to take on exceptionally challenging projects is one of their current builds in Melbourne's south-west. As you will see from some of the imagery here, the project involves numerous architectural challenges such as curved walls and angled walls to name but a few. Added to this are the use of unique innovative products to really illustrate the fact that JAB isn't afraid of any challenge or new concept, instead embracing them with open arms.

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By Brogna's own admission, staying at the forefront of innovation is tough. Really tough. It's an unforgiving feat where he appreciates he needs the support and assistance from a partner he can trust. Bowens is that partner, and over the years of working side by side with JAB has become a most trusted friend. JAB simply doesn't have the capacity to know all the products which might make their developments more innovative than before. As with most organisations, large or small, time and resources are key to research all of the latest innovations out there in the industry.

That's where JAB relies heavily on Bowens to do most of the ground work for them, trusting implicitly the opinion and advice of Account Managers such as Bob Krstevski. JAB trust and know that Bowens has a vested interest in the success of each project. This is especially so for any complex situations that might require unique solutions. Bowens team members such as Krstevski are more than happy to go out of their way to source products and offer advice on possible solutions that will enable projects to be finished on time and within budget. More over, it's this partnership that allows Brogna and JAB to focus on the actual building of each project.

Another element to the partnership mentioned by JAB was the Bowens delivery system. As you would appreciate, when building you need to have materials and products on site when and where they are needed - without fail. No materials means you have your workers standing around doing nothing and time is lost. And time is money.

"Bowens are good with their delivery times. Materials get to site when it's meant to get to site." says Brogna. "Time gets away from you very quickly. It is hard to do the administration side, the supervisory side of things and all of those together. 8 to 10 hours a day is never enough. We rely heavily on our reps to guide us and assist us through all of that."

It's praise such as that which means that Bowens is not just a supplier, but rather an extension of your business.

If you need advice, or support, for any project you currently have on the go, or in the near future, don't hesitate to give your local Bowens a call.

