



After celebrating their impressive 25 year anniversary in 2021, Darley Aluminium is now focusing on making the next 25 years even better.

Who is Darley Aluminium?

Their story began in a small, suburban Western Sydney home in 1996, where Darley imported and distributed security screens for their customers.

It wasn't long before they moved into a small office that saw the four team members

scrambling to share three desks. The growth continued with containers of extrusions, security screens and security grilles coming in. Just one year later, Darley moved to an office in Punchbowl but that move was short-lived as the business continued to expand. They were soon operating out of a much larger 1,000 sqm space in Wetherill Park.

By 2000, Darley had 25 full-time employees including drivers, office staff, and warehouse employees.

2007 was a significant year as it saw Darley move into a new purpose-built warehouse and office space in Erskine Park. The team still calls this place home and it's officially known as the NSW Head office.

Following their continued success, Darley expanded its product range from distributing security and commercial aluminium extrusions to developing a full range of dedicated systems for the residential, commercial, security and home industries.

In 2007, the team also decided to take their products and services national and opened up branches in Queensland and Western Australia. The Victorian branch was opened a few years later in 2010.

The Darley product range has also grown significantly over the years with the introduction of the popular KlassicView, CityView, ScreenGuard and commercial framing systems. Darley is proud to be one of the top four distributors of aluminium extrusions in Australia.

Here we grow.

Watching their team grow from four employees to over 230 Australia-wide, has been an extraordinary achievement and Darley continues to have that family business mentality offering personal, friendly service. Just ask the customers who have been with them since the very start, all those years ago.

Darley Aluminium National Sales Manager: Ray Kwan said, 'Darley has some very loyal customers who have continued to support us since we first opened in 1996'.

'We pride ourselves on continuing to maintain our small family business mentality. Darley started as a family business and has grown into a full-scale aluminium distributor that offers the complete solution, from window and door systems to hardware, tech support and software' said Ray.

Designed and engineered in Australia.

Being Australian-owned and operated gives Darley a sense of pride and an obligation to ensure their products meet the specific needs of their clients across the nation. For example, Darley ensures their products can withstand Australian conditions and are tested for attributes including wind pressure, water penetration and strength. This is why their window and door systems are designed and engineered in Australia.



LEADING THE WAY WITH ALUMINIUM EXTRUSIONS

Part of the Darley culture is based on integrity, mateship and standing by your word and your work. Darley is proud to have built this Aussie culture into their company ethics.

'I see our team members engage with our customers on a personal level. You might have technical support calling a customer to assist with fabrication, or an Account Manager having coffee with a customer in our showroom while they go through a new system. We treat our customers in the same way we interact as staff – friendly and part of a larger family.'

The company's success is also attributed to its loyal customer base, who continue to provide repeat business and referrals. Darley have enjoyed building long-standing relationships with leaders in the residential and commercial industries. Since the very beginning, the aluminium extrusions have been supplied by the same supplier.

Brands we stand by

Darley's biggest brands include:

- KlassicView (residential window and door systems)
- CityView (commercial window and door systems)
- ScreenGuard (stainless steel security mesh system)
- ClimateGuard (thermally-broken window and door system)
- HarbourView (multi-fold door systems).



Continuous improvements

Darley is known for its continuous improvement and innovation around its window and door systems. Its constant updates and continuous testing against Australian Standards means it has been able to grow and sustain its product range and reputation.

'We are also able to provide our fabrication customers with the complete solution. And when I say the complete solution, it means we provide more than just the distribution of aluminium extrusions. We offer the entire package including a comprehensive range of aluminium extrusions, tech manuals and tech support to fabricate and install the windows and doors, an extensive distribution network, exceptional customer service for orders and deliveries, software to design the windows and doors along with

tooling machines to fabricate the systems. We also cater to a wide range of fabricators from small-time operators to multi-national constructions companies', said Ray. Another great feature provided by Darley is the online customer portal. It's a great resource for fabricators, that allows them to access CAD drawings, technical manuals, product bulletins and fabrication videos, for the KlassicView, CityView, ScreenGuard, and commercial framing systems.

To find out more about Darley Aluminium go to www.darleyaluminium.com.au

