



A success story

David Seymour
Manager at BetaBoard

A GREAT WAY TO PUT YOUR BRAND OUT THERE

BetaBoard is a Brisbane based company with 4 stores throughout the south side: Rocklea, Brendale, Ipswich and Loganhome. Operating for over 30 years, the company has experienced growth across product categories, from distributing Plasterboard exclusively to now offering a wide range of products, including its own compounds.

BetaBoard differentiation strategy has been customer service where big corporates usually fall short. Having BetaBoard labelled compounds has allowed the team to grow the compound business by offering a better value alternative while keeping the same margin for the business.

From what he describes as a seamless roll out with excellent support from Pro Plaster, launching his own range of compounds has certainly given the company a successful vehicle for brand building, supporting one of BetaBoard's core strategies.



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