

Rebranding reinforces growth and diversification in building materials

ATS Building Products opens new distribution centre in Sydney

NEVER one to stand still, after 17 years of successful trading and growth Sydney-based ATS Building Products has now completed an extensive business rebranding and repositioning exercise.

“I see our rebranding as stepping up our corporate profile and boosting our image with a more modern look that supports our extensive product and service offering to our customers,” says founder and CEO Haytham Moshi who has more than two decades of exposure in the timber and building industry.

“Our rebranding incorporates our new motto – Build Better with ATS,” he said.

By any measure, ATS Building Products has demonstrated amazing growth and diversification in the Australian building materials supply market.

With a non-conventional business model, ATS is able to offer a range of products and services unmatched by others. Haytham Moshi has provided the vision, drive and

“WE ARE ADAPTABLE TO ANY SIZE PROJECT”



1/ **ATS rebranding in conjunction with the opening of a new ATS Building Products wholesale distribution centre that includes 12,500 sq m under cover.**

2/ **Haytham Moshi ... rebranding incorporates A new motto Build Better with ATS..**

growth behind the success of ATS. He doesn't feel constrained by what might be considered more traditional business models and product ranges in the Australian building supply market.

The launch of the new branding has been syntonised with the opening of ATS Building Products' new, state-of-the-art wholesale distribution centre at Moorebank in western Sydney.

“So now more than ever, if you're looking for quality building materials at competitive prices, ATS can deliver with a comprehensive range of timber and other building products supported by our professional services,” Mr Moshi said.

“We are now a dominant Sydney supplier of building

around the world, smart technology and an in-house distribution network.

“We are adaptable to any size project,” Haytham Moshi said.

“No job is too big or too small. Plus, we focus on partnerships, reliability, flexibility and convenience



and construction materials and a trusted home for the supplies needed to complete any size project.

In addition to three locations in Sydney, ATS Building Products has distribution facilities in Queensland, Adelaide and Victoria.

The company has a product supply model that has won favour with customers and helped to galvanise the spectacular expansion of the company. This is based on sourcing quality products at the best prices, locally and

to help our customers feel comfortable, valued and supported,” he said.

“While we are one of Australia's largest building materials suppliers we haven't lost our personal touch; ensuring that our customers get a premium service is a large part of who we are and what we do.”

Details of ATS Building Products' new mega building products distribution centre at Moorebank will be outlined in an upcoming edition of Timber&Forestry enews.