



For impressive entrances  
For high quality solutions  
For many applications

## **BW** INTRODUCTION

**BLUE WEST** is a German production and consulting company specializing in security, access solutions, and commercial and non-commercial building project needs. We develop, produce, assemble and market a complete range of innovative solutions and sophisticated top end products based on **WIN5** Strategy and **BLUE WEST** Motto "**High quality products and services at best price.**". We are committed to the highest standards of quality and reliability in offering architectural solutions in the below fields:



Door  
Hardware



Smart hotel  
solutions



Master Key  
Systems



Electronic Access  
Control & Data



Glass Door  
Accessories



Automatic Entrance  
Systems



Gates &  
Blockers

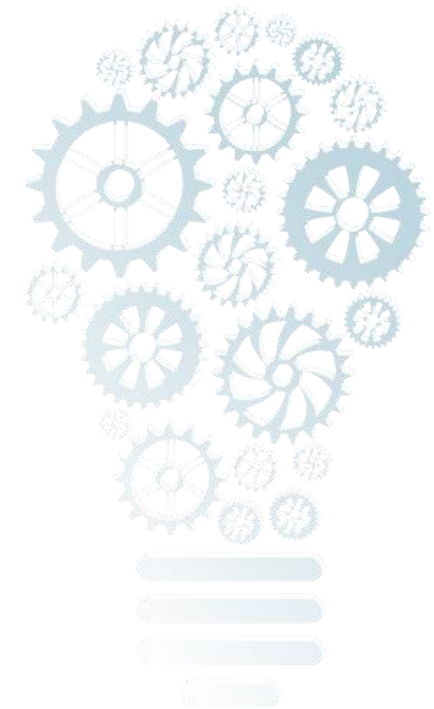


Wall  
Systems

## Why **BW** ?

**BLUE WEST** is continuously developing their extensive product range and services in conjunction with our reputable international production partners to ensure our customers benefit from the very latest global innovations. Our main objective is offering the ideal entrance solutions or security for all market segments like residential, commercial and institutional complexes .

We additionally customize solutions for customer needs in addition to our standard range of products. Through our architectural consultancy and specification services we support our partners to receive the best applicable product with commercial value in mind.



**Customer Centricity**



Committed to make our customers more successful.

**Commitment**



Love to work for Blue West as it is our ,own company.

**Focus**



Concentrate ,on selected tasks and execute them in the best way possible with proper time management.

**Integrity**



We are honest and clear in all steps of the working process in the right and trustable way.

**Curiosity**



We listen, have the desire to learn and improve.

**Responsibility**

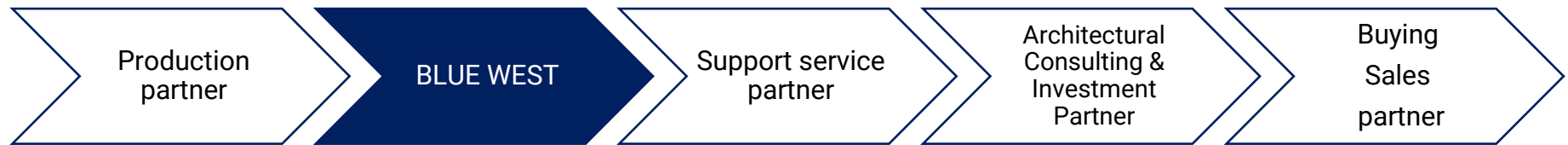


We do what we say and live our values.

## WHY BLUE WEST?

1. Deep knowledge of the **EMEA** market.
2. Excellent **high-quality** and **innovative** products.
3. Valuable services and professional solutions.

## **BW** VALUE CHAIN (WIN5 Strategy)



## HOW BLUE WEST WIN 5 STRATEGY WORKS? 3 + 3

**Building**

**3**

**6 Relationships**  
We love what we do.

**5 Presence**  
EMEA.

**4 Products & Services**  
Outstanding solutions.

**+**

**= WIN5**

**Foundation**

**3**

**3 Partner**  
Loyalty counts.

**2 Processes**  
clear makes customer happy.

**1 People**  
Highly engaged and qualified.

Input

Sending CRM Form

Production  
partner

**BLUE WEST**

Support service  
partner

Architectural  
Consulting &  
Investment  
Partner

Buying  
Sales  
partner

**dormakaba**

**ASSA ABLOY**

**JNF**

**AVC | gemino**

**Colcom**

**Speedy**

**Omnitec**

**TiSO**

**Open Path**

**Lawyers**

**Logistic**

**Insurance**

**Banks**

**Hotels**

**By Medgalchi**

**Daax**

**Zaha Hadid**

**Foster + Partners**

**Yazdan Yapi**

**Kuwait**

**Iraq**

**UAE**

**Azerbaijan**

**Turkey**

**Kazakhstan**

# BLUE WEST

## Partner Strategy



We will focus and make selected Tasks based on our strategy for our partners to reach WIN-WIN situation as a family.



## BLUE WEST Production Partners



dormakaba

ASSA ABLOY



dVC  
gemino

COLCOM  
We Build the Invisible

speedy  
by CASMA

OMNitec  
Think Forward



openpath  
a Motorola Solutions Company

orbita

HÜPPE  
SHOWER AND SOUL

DORMA HÜPPE

## BLUE WEST ARCHITECTURE AND INVESTOR PARTNERS



**DAAX**  
CONSTRUCTION

**PASHA**  
Holding

**İLK**  
CONSTRUCTION

**WORKPLACE**  
GROUP

**PMD** Projects

**dvc**  
gemino

**KC**  
KAYSON

by MedgaLchi

# BLUE WEST

## Partner Strategy



### **BW & Production Partners**



- We will have excellent high quality Products Production Partner and build a competitive **BLUE WEST** Product Portfolio .
- All our Partners are accepting and supporting our **BLUE WEST** Business Model, Brand, Ambition, Mission, Values and Strategy.
- All our Product in our BLUE WEST Portfolio are high quality BLUE WEST branded.
- We are supporting our PP/BSP by specifying our **BLUE WEST** products with the leading architects at important local projects.
- We help our PP to be more innovative by customer feedback.
- FROM our PP we want to receive data + digital configurators.

# BLUE WEST

## Partner Strategy



### **BW** & Buying/Sales Partners

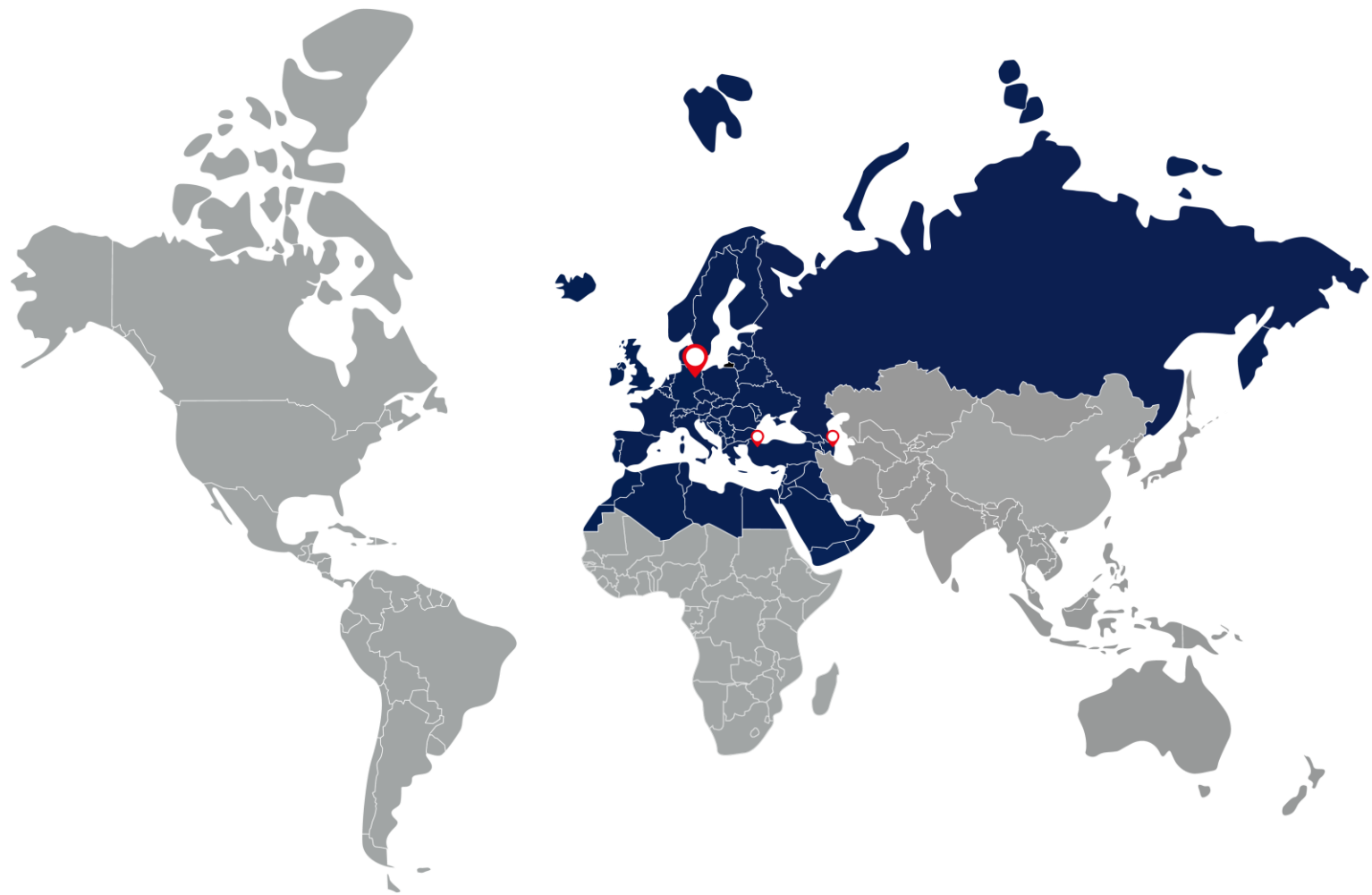


- We do what we say and **BLUE WEST** always try to keep B/S Partner's TRUST.
- **BLUE WEST** are looking for long term loyal Partner.
- B/S partners Are **BLUE WEST** Brand Ambassadors and Always try to support them in the best way.
- **BLUE WEST** always Listens to the needs and suggestions of its partners.
- **BLUE WEST** Processes are transparent and always explain the B/S Partner how we will win together .
- **BLUE WEST** always keeps updated with new technologies and solution and try to update the B/S Partners.

## **BW** Services



BLUE WEST  
PRESENCE



## BLUE WEST FOUNDER



### **Mr. Ferzad Montezeri**

#### **Founder / CEO**

With more than 20 years in the building material business, with my entrepreneurial experience and passion we create unconventional innovations, products and services for sustainable better buildings.

Mr. Ferzad Montezeri is an Access solutions Industry specialist with a focus on creating better partners in the world with win 5 strategy the Middle East and Turkey.

# BLUE WEST HEAD OFFICE



## GERMANY

Neuer wall 71 C/O Work republic 20354

Hamburg

TEL&FAX: +49 40 99 99 94 42 - 9

Email: [info@bluwest.de](mailto:info@bluwest.de)

Website: [www.bluwest.de](http://www.bluwest.de)





# BLUE WEST MIDDLE EAST HEAD OFFICE

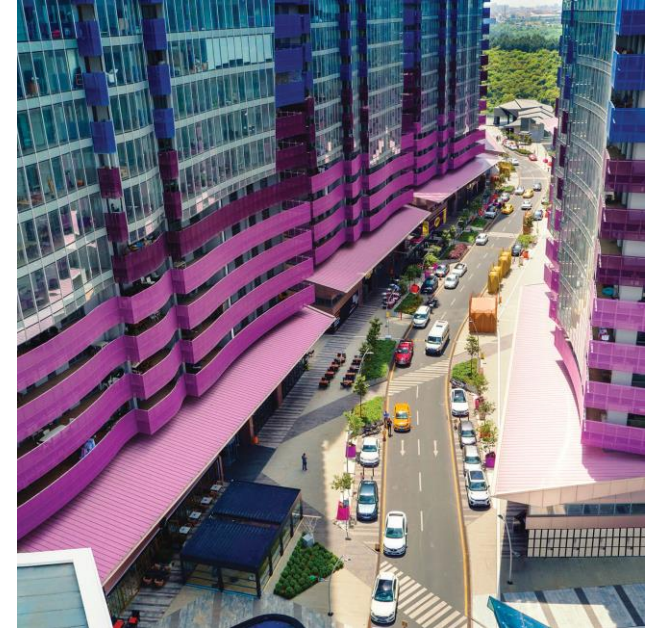


## TURKEY

Maslak Mah Taşyoncası, Sok Maslak  
1453, Ticari Bina T4b, 7kat, 153 Daire  
Sarıyer-Istanbul

TEL&FAX: +90 850 3059305

Email: [info@bluwestmiddleeast.com](mailto:info@bluwestmiddleeast.com)  
Website: [www.bluwest.de](http://www.bluwest.de)



## BLUE WEST References

Central Bank  
of Iraq (CBI)

Our Partner



## BLUE WEST References

### Kuwait Airport

Our Partner





## BLUE WEST References

### Nanda Towers Istanbul

Our Partner



## BLUE WEST References

### Mega Mall Middle east

Our Partner





## BLUE WEST References

Erbil golf Villas  
Erbil - Iraq

Our Partner





## BLUE WEST References

### Atlas Mall Middle East Project





Neuer Wall 71 c/o WorkRepublic 20354  
Hamburg - Germany  
+49 (0) 40 9999 9442-9  
[www.bluewest.de](http://www.bluewest.de)  
[info@bluewest.de](mailto:info@bluewest.de)



### **Sale office**

Maslak 1453, Ticari T4b blok -7kat Daire  
153, Sariyer-Istanbul  
+90 850 305 930  
[info@bluewestmiddleeast.com](mailto:info@bluewestmiddleeast.com)