



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

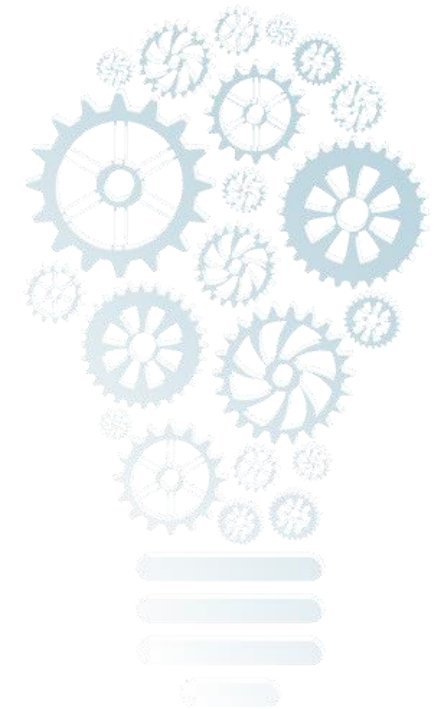


Wall
Systems

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

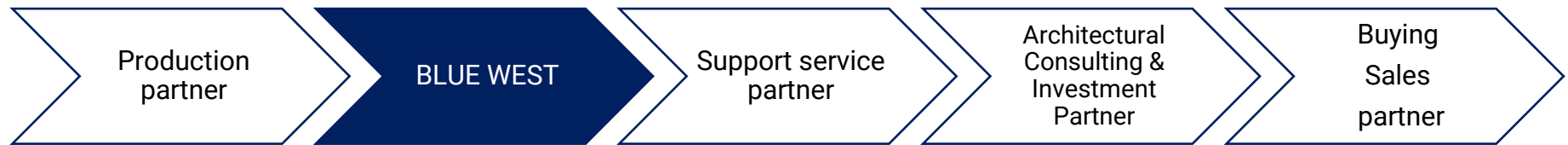


We do what we say and live our values.

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

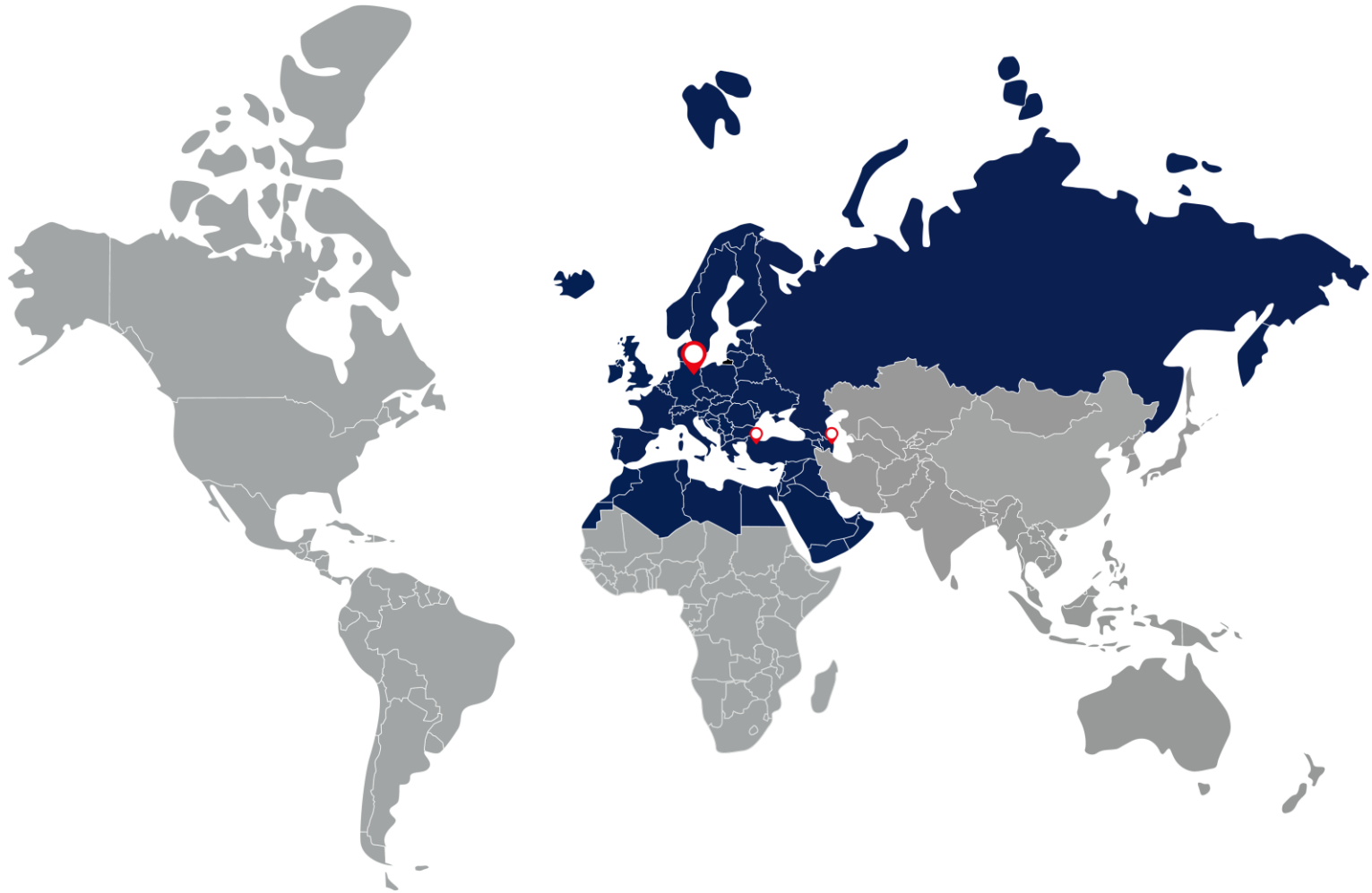


- We do what we say and **BLUE WEST** always try to keep B/S Partner's TRUST.
- **BLUE WEST** are looking for long term loyal Partner.
- B/S partners Are **BLUE WEST** Brand Ambassadors and Always try to support them in the best way.
- **BLUE WEST** always Listens to the needs and suggestions of its 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

Website: www.bluwest.de



BLUE WEST MIDDLE EAST HEAD OFFICE

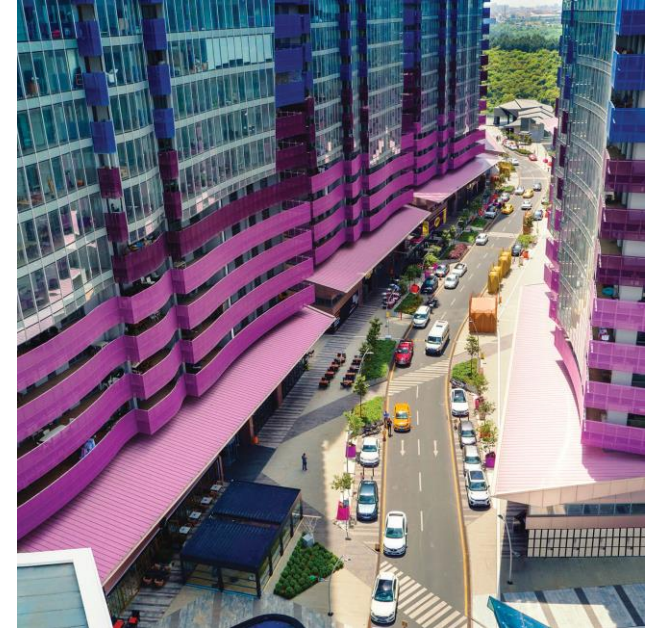


TURKEY

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

TEL&FAX: +90 850 3059305

Email: info@bluwestmiddleeast.com
Website: 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
info@bluewest.de



Sale office

Maslak 1453, Ticari T4b blok -7kat Daire
153, Sariyer-Istanbul
+90 850 305 930
info@bluewestmiddleeast.com