

01 Taubmans Endure paint protects the walls of thousands of McDonald Jones' houses.



Building an Enduring Partnership



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McDonald Jones Homes, founded by Bill McDonald, is in the business of building their customer's dreams; no small task and one achieved only on a strong foundation of lasting relationships. These relationships span from the building company itself down to the subcontractor and tradesperson, and of course between the homebuilder and each and every customer.

Founded in 1987, the business employs 250 people full time across four sites, and relies on an additional 2000 subcontractors and tradespeople to deliver their product into customer's hands. With this team, many of whom have worked for the company for years, McDonald Jones Homes has built more than 6000 homes throughout New South Wales, Queensland and the Australian Capital Territory.

02 Over 6,000 homes have been built across NSW, QLD and ACT.



The builder aims to build homes that stand the test of time, and Bill McDonald has infused the business with his passion for helping ordinary Australians achieve their home-owning dreams. A multiple award winner, McDonald Jones Homes is now the largest builder in New South Wales, offering home and house-and-land packages to consumers.

Ensuring quality in all aspects of the building process, a hallmark of McDonald Jones Homes, means choosing the right partners. To this end, Bill McDonald only brings into the fold partners who can help the company achieve these ambitions. He is highly selective about the commercial alliances that are formed,

understanding that these relationships profoundly affect the end product.

The team at McDonald Jones Homes chose Taubmans as their only paint supplier. This is because it could deliver on the promise that once homeowners select the colour scheme for their brand-new, architecturally designed home, the paintwork will be the best available in the Australian market.

"In our business, having a great reputation and delivering a quality product is extremely important," says Nathan Thurston, Marketing Manager for McDonald Jones Homes.

"Our tradespeople, painters and interior designers, consider Taubmans products to offer advantages that are above its competitors, which means that our homes have a point of difference." The builder uses Taubmans Endure paint because the team believe the product is technically superior.

Taubmans Endure contains 'Nanoguard™ Technology', which creates a strong protective barrier that shields the paint surface from dirt and grease, preventing it from degrading. The result is a longer life for the product, and better performance with wipe and scrub tests, when compared to competitor products. As a key point of difference in the market, this has a marketing benefit for the builder.

Apart from the end consumer benefits, the team at McDonald Jones Homes has been vocal in praising Taubmans as project partners across their product range, describing them as 'part of the family'. Taubmans and McDonald Jones Homes have been working productively together now for six years, and Taubmans' level of service in this time has been a key factor in the longevity of

"We value our relationship with Taubmans because their expertise inspires confidence and their market-leading product allows us to exceed the expectations of our clients."

Nathan Thurston, Marketing Manager for McDonald Jones Homes.

the relationship. During the partnership, the two companies have collaborated to deliver thousands of homes.

Taubmans takes their provision of personalised service very seriously, with representatives operating by region under the leadership of a senior manager. All involved are keen to tackle challenges as they arise, repeatedly resolving them in ways that ultimately strengthen the partnership.

Through this key relationship, and its other commercial partnerships, McDonald Jones Homes is committed to making the home building journey enjoyable for its clients. It provides, as part of their service, design experts to assist in bringing their homes' delightful and highly desirable interiors to life. In fact, clients are invited to consult with McDonald Jones Homes professionals on important colour and design decisions at the 'MyChoice Colour Studios', where Taubmans paint product and range are on display, along with other selected products.

By partnering with the best in the industry, McDonald Jones Homes has been able to build a company that will endure. It has done this by delivering a product that, itself, will endure, meeting the needs of its clients and their families both today and into the future.



03 McDonald Jones Homes' success is built on a foundation of strong supplier relationships.