



Marco Roofing on the rise in Melton

Marco Roofing is not yet three years old, but it has made its mark in one of outer-Melbourne's fastest growing zones.

Established in Melton by former roof plumber Eric Marsh in 2005, Marco Roofing is set to move into bigger premises and employ more staff after tripling its business turnover since its first year.

Eric Marsh and his brother David make up the two-man Marco Roofing team which manufactures sheet metal products from COLORBOND® steel and ZINCALUME® steel for local roof plumbers and the general building trade, as well as for owner-builders.

The company also manufactures purlins and top-hat profiles from GALVSPAN® steel coil.

The business is located 46 kilometres north-west of Melbourne, in a zone which has been earmarked by the Victorian government as a key growth centre over the next 20 years.

Melton Council has begun a \$15 billion initiative to establish the area as a major growth centre for Victoria.

Backed by the Victorian Government's Melbourne 2030 strategy, Melton will be the focus for Melbourne's North West development.

"We are planning our future around Melton's big development, and we feel very well positioned to capitalise on this projected expansion over the next two decades by being a part of the STEEL BY™ Brand Partnership Program," Eric Marsh said.

"We are already seeing the emergence of the owner-builder. Marco Roofing believes that this market will increase markedly given the rate of residential development that will happen here over the next 20 years.

"This development is one of the biggest ever undertaken in Melbourne – so we must ensure we have the resources and infrastructure in place to deal with the on-going increase in demand for BlueScope Steel products."

Up to 37,000 homes catering for 90,000 people will be built in Melton over 25 years. An estimated \$6 billion in business investment will generate 26,000 jobs.

Mr Marsh says Marco Roofing's membership of the STEEL BY™ Brand Partnership Program has greatly assisted his company's growth by promoting its strong association with BlueScope Steel brands.

"Selling and promoting BlueScope Steel products has been a very positive aspect of our growth," Mr Marsh said.

"We highlight our membership of the STEEL BY™ Brand Partnership Program in our marketing campaigns, and I believe the program has had a significant impact in the marketplace by building trust in our business.

"It gave Marco Roofing credibility when we first kicked off. Promoting our connection with high quality Australian-made BlueScope Steel products has helped sustain our tremendous growth ever since."