

OUR STORY

Since 1990 We have been a pioneer
and definer of the professional hair
and beauty industry in Australia.
Starting from nothing, our humble
beginnings have presented
challenges along the way that have
shaped us into who and what we are
today.

- Jeremy Gifford



EARLY 1990'S

Creating a vision

After completing school and working with Schwarzkopf, then professional market leader in Australia, a business is established in the 1990's on the Sunshine Coast, Queensland to offer a more independent and diverse service to Salons and industry Professionals. The original store operates to this day.



Focus and Commitment

Jeremy and Chris join forces in the mid 90's and by 2000 have a plan to shape and build Australia's largest professional store network across every state including Tasmania, united nationally under the NORRIS brand.



2005

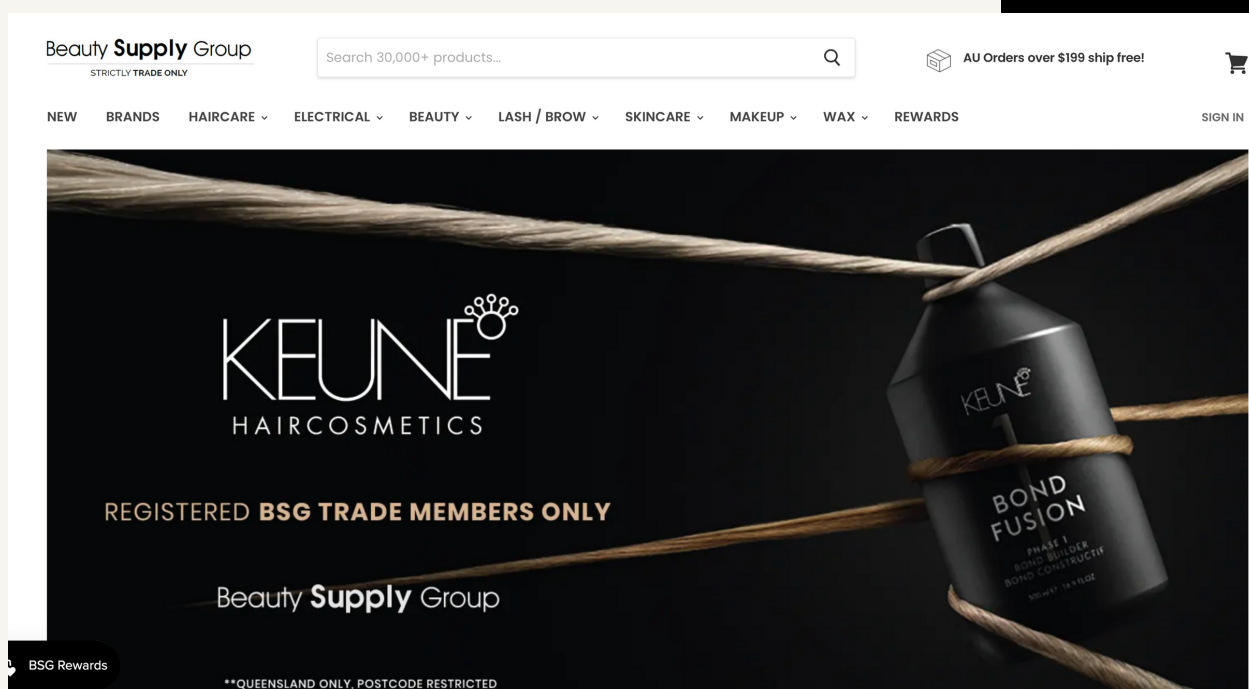
Blood Sweat and Tears

The company is expanded rapidly through select franchising and mostly corporate stores. Many things go right and many things go wrong but the job gets done and our professional position is maintained in the face of rapidly increasing retail markets and mass chains.



Homecoming

After 17 years of development the original ethos is revisited and a desire to develop a more independent and salon focused supplier offering. Working with major brands and specifically up and coming independents through select redistribution; BSG is relaunched.



After 12 months BSG has a rapid growth in sales of a \$1 million and more team members with a similar belief are added and another flagship store is opened in Qld. More select stores are established.

2015

Innovation Platform

BSG focuses on increased digital integration and expands on its already rapidly growing professional product business, and as a pioneer, is now Australia's leading digital reseller. The Barber site is launched to integrate with BSG.



Barber **Supply** Group

STRICTLY TRADE ONLY

• SINCE 1990 •



Enduring Quality

Training services are added and a new Academy is setup to expand digital offerings. Space demands continue to increase floor space needs and we continue to adapt and change all with a single focus on the Professional Salon, with a goal not to be the biggest but the BEST.