

Profile 26-27



RESPECT
RESPONSIVE | RELIABLE | RESOURCEFUL



3/67 Pakington Street, Geelong West VIC 3218
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Relationships built on Respect.

At Maxi Blue, we thrive on providing practical solutions to complex problems in paint and property services.

LIVE LOCAL | LOVE GEELONG™



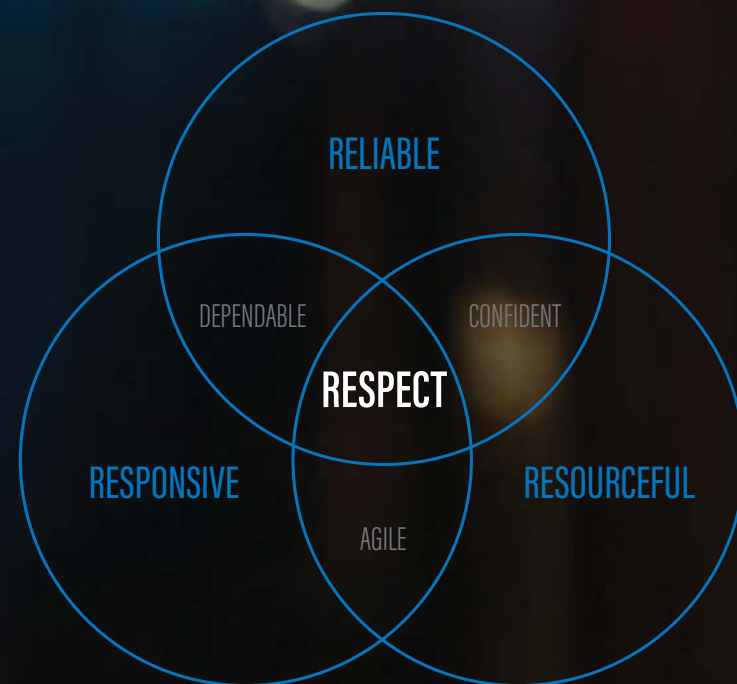
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Our Mission is to provide responsive, reliable and resourceful services with maximum efficiency, every single day.

Our Vision is to position Maxi Blue as a thought-leader in painting and property services through professional development, innovation and respect for our industry.

Ivan Jeličić | Founder & Director | Maxi Blue



Welcome to Maxi Blue

Your partners in property services.

Maxi Blue stands as a premium provider of painting and property services in the Geelong and Metropolitan Melbourne region. Our commitment to providing [Responsive](#), [Reliable](#) and [Resourceful](#) solutions, are underpinned by our core value of [Respect](#). This is the foundation upon which we build strong relationships with our clients, maintaining our reputation for excellence amongst in our industry.

We cater to the individual needs of our commercial and residential customers, offering a level of service that embodies professionalism, dependability, and credibility. Our approach maximises [operational efficiency](#) to provide superior customer outcomes.

We are dedicated to excellence in all aspects of our business. With 19 years active experience managing the complex requirements of our commercial and residential clients, we bring a wealth of knowledge to every project we undertake.

A [Dulux Accredited Painter](#) and national representative for Geelong, Bellarine and the Surf Coast on the [Dulux National Advisory Panel](#), Maxi Blue is committed to setting a new standard for Paint and Property Services in Australia.

Lets discuss your next project.



15 YEARS
OF SERVICE
SINCE 2011



Commercial Solutions

We're here to help, when you need us most.

How can we help you today?

These five simple words epitomise the Maxi Blue experience. No more chasing contractors, follow-up calls, or no-shows. Just a firm commitment to servicing your needs and solving your problems. We understand the importance of efficiency and reliability in managing your property needs, and we pride ourselves on our proactive approach and dedication to customer satisfaction. This is the Maxi Blue approach. Tell us how we can help you today

Business Continuity

How efficiency creates better experiences.

By investing our time to understand your needs, challenges, and asset intricacies, we are able to provide higher levels of quality and service while minimising disruptions and delays. Our commitment to efficiency and business continuity is reflected not only in how we operate our own business but also how we treat your business. A win-win scenario.



How our values define our service

It's not what we say. It's what we do, and how we do it.

Respect

Respect is the cornerstone of every decision we make in our business, and how those decisions impact our clients, industry and community. We believe that respect is best communicated through our actions, and best measured by how these actions improve people's lives. Respect for your time, your assets and your business is the foundation upon which we deliver on our mission: "To provide responsive, reliable and resourceful services with minimum disruption to our clients, every day."

Responsiveness

Our emphasis on responsiveness underscores our dedication to promptly solving customer problems, enabling us to build strong long-term relationships with confidence. We are committed to being there, wherever and whenever you need us.

Reliability

Our focus on reliability ensures clients across commercial, residential, and government sectors can depend on us to deliver quality services, on time and on budget. We achieve this through investment in process improvement, staff development and technology.

Resourcefulness

Resourcefulness drives innovation and out-of-the-box thinking, providing creative solutions that effectively address client needs, solve complex problems, and improve customer outcomes.

Integrity

Client satisfaction

Excellence

Sustainable solutions

Adherence to OH&S legislation

19+
Years Experience

100+
Assets maintained

5,000+
Successful projects

1
Mission



As a **Dulux Accredited Painter** Maxi Blue upholds the Dulux Accredited Painter Program Charter of Values.



Scheduled Maintenance

Maximise Your Asset Value. Minimise Disruption.

As we build knowledge around your needs and assets, we will work with you to design a tailored scheduled maintenance program. This program is specifically designed to cater to your unique requirements and timelines. The benefits of a well-structured maintenance schedule include:

Prolonged Lifespan of Work

- Regular maintenance ensures optimal condition and extends asset life, reducing costly repairs.

Cost Benefits

- Scheduled maintenance addresses issues early, avoiding unexpected expenses.

Aesthetic Appeal

- Consistent upkeep maintains property aesthetics, positively reflecting your brand.

Maximised Asset Value

- Regular maintenance preserves the value of your assets, ensuring they remain in peak condition and retain their worth over time.

Minimised Disruption

- Our maintenance schedules fit seamlessly into operations, reducing downtime and ensuring business continuity.

By collaborating closely with you to understand your unique needs and the intricacies of your business and assets, we can craft a customised maintenance plan that aligns with your expectations. This personalised approach ensures your investment is safeguarded, and your operations remain uninterrupted.



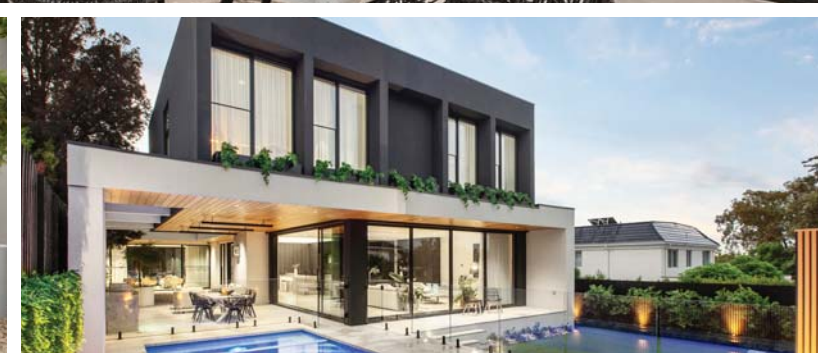
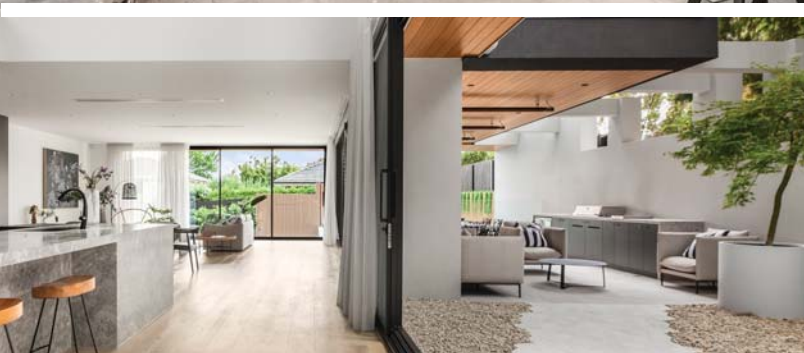
Our Customer Service Promises

How we strive to deliver exceptional service.

- 1 We commit to responding to your enquiries promptly, eliminating the need for follow-up calls.
- 2 We will ensure reliability in delivering premium-quality painting and property services.
- 3 We will conduct ourselves with the utmost professionalism, treating every client with the respect we ourselves expect.
- 4 We will provide transparent pricing with no hidden fees and recommend solutions that best meet your needs and budget.
- 5 We will deliver our work with the highest quality, in the safest, cleanest, most time-efficient manner.



MAXI
BLUE



Spaces that inspire Your home. Your story.

Our homes are a reflection of who we are. Our hopes, dreams, and aspirations - accomplished. A place to share with family and friends. A sanctuary from the outside world.

Specialising in the refurbishment of premium spaces, MX Deluxe provides dedicated services to Geelong, The Bellarine, and Surf Coast.

Whether you envision fresh, open spaces that inspire and invigorate or a warm, cosy ambiance that offers comfort and relaxation, MX Deluxe is committed to helping you bring your vision to life. Our experts will work closely with you, combining your ideas with our expertise to create a space that truly reflects your unique personality and lifestyle.

We pride ourselves on delivering unparalleled quality and attention to detail, ensuring that every project we undertake is completed to the highest standards. Our commitment to excellence means that you can rely on us to handle every aspect of your renovation with professionalism and care.

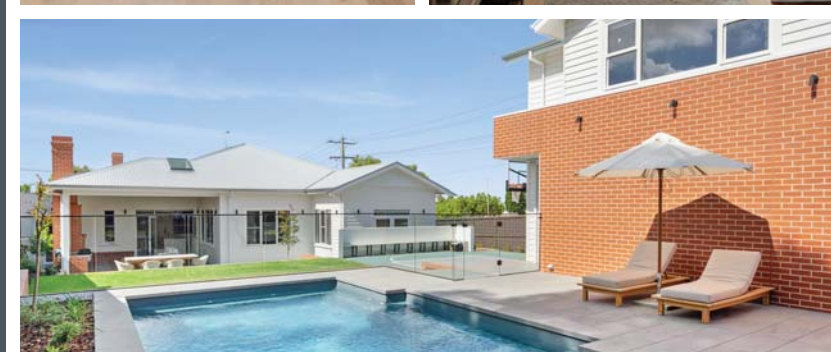
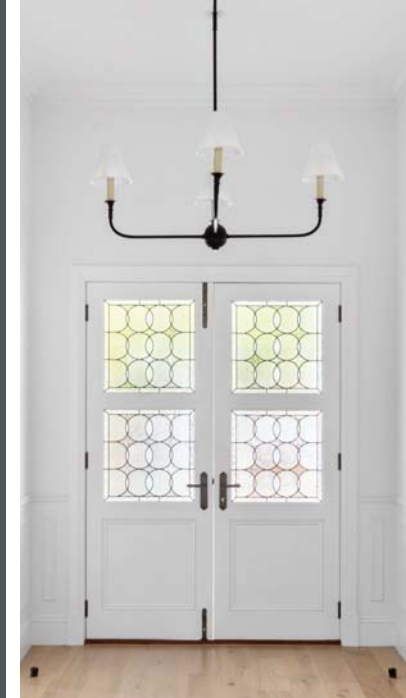
MX Deluxe provides:

- Interior Design and Colour Consulting
- Interior and Exterior Refurbishment
- Period and Modern Homes
- Upgrades and Maintenance
- Custom Paint and Plaster Work

MX
DELUXE

So you

MX Deluxe is a Maxi Blue company





The Dulux - Maxi Blue Relationship

How working with Dulux elevates our service.

As a Dulux Accredited Painter, Maxi Blue's invitation to join the Dulux National Advisory Board for Accredited Painters underscores our ongoing commitment to industry stewardship and innovation. It's how we give back to our industry.

Our collaborative relationship with Dulux means that they are often actively involved in our projects. This enables Maxi Blue to deliver highly customised coating solutions and specialised product advice, all supported by Dulux's technical teams.

As a Dulux Accredited Painter:

- Maxi Blue is certified and trusted by Dulux.
- We recommend and use quality Dulux paint.
- We possess their professional painting licences and public liability insurance, independently verified annually by Ebix Trades Monitor.
- We offer a 5 Year Painter's Workmanship Warranty on residential paint projects*.

Dulux Accredited Painters. Trusted by Australia's most trusted paint brand.#



*Conditions apply. Refer to dedicated Warranty section.
Reader's Digest Trusted Brands Survey 2015



Innovating Every Day

Cutting Edge Solutions. Winning Outcomes.

At Maxi Blue, we take a pragmatic, actionable and agile approach to innovation. This enables us to quickly develop innovative, out-of-the-box solutions to help provide customers more effective solutions to their immediate needs.

Maxi Blue collaborates closely with Dulux, testing new products, implementing innovative approaches, and offering recommendations based on real-world applications. We are committed to partnering with Dulux to advance the painting and property services sector in Australia.

Our innovation process:

- Define the problem
- Identify a range of solutions
- Prioritise, test and assess
- Implement the solution
- Iterate, improve

The Future of Painting and Property Services



MAXI
BLUE



Ivan Jeličić

Group Director

Ivan Jeličić, Managing Director of Maxi Blue and Dulux Accredited Painter, leads with a focus on respect, professionalism, and innovation. Known for pragmatic leadership, he combines deep industry experience with client service expertise to drive efficient, low-disruption outcomes. As a member of the Dulux National Advisory Panel, Ivan champions sustainability and industry advancement, helping position Maxi Blue as a benchmark in Australian property services.

▶ *"We're not just about paint. We're about understanding client needs, their assets, schedules, business impacts, and delivering on our promise to solve problems and minimise disruption. It's about supporting them to make their problems go away. It's rarely just about paint." - Ivan*



Petar Babić

Head of Painting & Coatings

Petar Babić, Project Manager at Maxi Blue. Since 2013 his commitment to team-skills development, efficiency and transparency, exemplifies his ability to execute on the company's promise of delivering reliable and responsive services. Petar's skills in project management are instrumental in ensuring that Maxi Blue consistently deliver quality outcomes for their clients. Meticulous in his approach, resource-planning and project execution, Petar is respected by his crews and clients; an invaluable member of the team.

▶ *"A can-do attitude. That's what we're about. There is nothing we can't do. If there is a way to get it done, we will find a way to make it work. That's why we're popular and why companies love working with us." - Petar Babic*



Joe Bell

Project Manager

Working in plaster since 1989, Joe brings extensive experience across major civil, commercial and industrial projects throughout Melbourne, Geelong, the Bellarine and Surf Coast. Recognised with an Association of Walls and Ceilings Award of Excellence, he is known for accuracy, clear communication and reliable, process-driven delivery that supports a seamless transition from plaster to paint and a high-quality finished result.

▶ *"My personal mission is to elevate the standard of service in the interior linings industry and create a legacy within the plastering trade through my work in Maxi Blue." - Joe*



Sem Bisanović

Coatings Project Delivery Manager

Sem Bisanović is Maxi Blue's Coatings Project Delivery Manager, bringing extensive operational experience across the painting and coatings industry. He coordinates field operations and works closely with property owners, facility managers, external trades and Maxi Blue painting staff to ensure projects are organised, efficient and delivered to the required quality and safety standards.

▶ *"I take pride in bringing people together to deliver quality work and a positive experience for every client." - Sem*



Maxi Blue Recognised at the Dulux Accredited Painters National Conference Melbourne 2026

Maxi Blue was proud to be recognised at the Dulux Accredited Painters National Conference Melbourne 2026, attended by more than 900 painting professionals from across Australia. The company celebrated 10 years of membership within the Dulux Accredited Painters program and its growing involvement on both State and National Advisory Groups. This recognition reflects Maxi Blue's commitment to quality workmanship, professional excellence, team development, and continuous improvement. As a trusted Dulux Accredited business, Maxi Blue continues to contribute to industry leadership while delivering reliable, high-quality outcomes for clients throughout Victoria.