



SPEAKERS

Drew Blackman, Jason Durie, Clayton Blackman

Drew Blackman 00:00

The KRGS Doors show proudly brought to you by KRGS Doors for all your shopfront roller shutters, roller grilles, folding closures and bifold doors, visit www.krgsdoors.com.au Welcome to the KRGS Doors podcast. I'm your host Drew Blackman. The aim of our podcast is to talk to cool people with cool stories, whether it be our suppliers, customers, staff, other business owners, or people from different walks of life and get to know them a bit better. If you're interested in coming on, drop us a line or email or connect with us on Facebook and we can have a chat to see what we can do. Today I'm joined by KRGS managing director Clayton Blackman and our guests on the KRGS podcast today is one of our suppliers Jason Durie from Jay Dee Fasteners. He supplies all our nuts, bolts, rivets, and the like, along with other bits and pieces such as Vaseline by the drum full, we've been a customer of Jay Dee's for 11 years, and it all started by him door knocking on our factory and offering to supply us goods. So we tested his price and service. And he's still here 11 years later, along with owning his own business. He is a mad Sydney Roosters fan. So he was lucky to get in the door today and considers Nick Politis and Mark Bouris good mates. Ladies and Gentlemen, please welcome to the KRGS podcast, Mr. Jason Durie. Welcome JD, thank you for joining us today.

Jason Durie 01:23

Thanks for having me in.

Drew Blackman 01:25

It's a pleasure to have you here. As I mentioned, you're one of our suppliers and you have been for 11 years now. What is the Jason Durie story?

Jason Durie 01:33

Divorced, Two kids, two girls age 13 and the youngest one will be nearly 12 On Valentine's Day and to be precise. She started high school yesterday Year Seven

Drew Blackman 01:35

So JayDee Fasteners, as I mentioned, you supply nuts, bolts, locks, rivets, that type of thing. How did you start in the fixings industry?

Clayton Blackman 01:42

big day.

Jason Durie 01:43

Yeah, big day. Big day very excited, actually. which was surprising. But she had a cracking day which was good. So yeah, that's I live in Ryde, which is nice and central for work. Gets me out of the west. Nice and easy down here. Nice and easy. So yeah, no, that's that's about my story. Oh, it's a funny story. My old man was in the fastener industry as long as I can remember, owned his own business called Associated Screw Company. I came out of school and I wanted to be a landscape or a gardener. So I got involved in gardening. once a fortnight I'd get an RDO and I'd go to the old man's factory and mow lawns for him at the factory. And this one particular day or at the big walk behind Mower it's the same size as a ride on but actually, it's got gear say put into gear and it takes off itself and you just walk behind it anyway, I walked too close to the front of it and chop half my toe off spent two weeks in hospital and while I was in there, the old man was in Hong Kong at the time. He rang me from Hong Kong and he said "Oh, what have you done?" I told him I said "I'm done with this Lawn Mowing" so he said "come work for me". So I spent three or four years for him realise at work and for your family. Not the greatest idea. So for me and my old man anyway, got out of the industry did something else for a few years then got back in work for a company for about three or four years and then started JayDee Fasteners.

Clayton Blackman 03:09

Did the toe mate effect sidestep or

Jason Durie 03:12

it actually made better?

Clayton Blackman 03:14

Yeah. What? When you broke away? Did you was your father's still involved? Like was he still in the industry or not?

Jason Durie 03:23

He was still in the industry or what happened just before I did break away a lady that my old man had working in accounts actually embezzled about \$200,000 out of the old man's business. He was on he's knees he didn't know what to do. Another guy from who had a fastener company in Melbourne actually wanted to get into the Sydney market. So made the old man offer and ended up buying my old mans business, my old man as part of the contract had to stay on a work for him, he hated every day of that. Then once that two years was over my old man and then went and bought into another fastener company which now and my sister and brother in law are running.

Clayton Blackman 03:33

Wow. oh Wow, Where was his factory at mate originally,

Jason Durie 04:06

Smithfield, Hassel Street Yeah. So my old man and had a very up and down life. When it comes to work, that is for sure.

Drew Blackman 04:15

When you broke away, did you, you just thought I can do this better or I'm want to work sick and tired of working for the man.

Jason Durie 04:23

Exactly. I worked for him for three and a half years. I doubled the sales in that time and he just kept promising me a wage increase promising me these promising me that none of that came about one of my good customers at the time. Probably one of my best customers at the time called me up and said I want to see you so went in and sat down in his office and he said, I don't know who you work for. I've never spoken to anybody at that office. I don't even know their phone number. I deal with you directly via your mobile. So here's an order for next month and the order was for I think about seven half \$8,000 worth of stuff. which was their average monthly order. And he said, as you can see, I haven't put a name at the top of it. I want you to leave here. I want you to go to Parramatta or at Granville. And I want you to register a business name. And then come straight back. Tell me what your name is. And I'll write it at the top of the order. And that order can be yours. So I was like, I hadn't even thought about starting up my own business. It's always nervous as hell.

Clayton Blackman 05:22

So one of your customers put you the right direction and said, Hey, you should be doing this for yourself.

Jason Durie 05:26

You should be doing this for yourself.

Clayton Blackman 05:28

Wow.

Jason Durie 05:29

And so I left Granville, I drove to Parramatta the whole way there. I'm thinking, what am I going to call my business? How am I going to tell my employer that what I'm doing all these things were going through my head. Anyway, I registered a business. I drove back he wrote at the top and he said, there you go supply it next month,

Clayton Blackman 05:45

JayDee Fasteners started that way

Jason Durie 05:47

it was born that day.

Clayton Blackman 05:48

And how many years ago is that?

Jason Durie 05:49

20 years ago? Last year? 20 years? 19th of August 1999?

Clayton Blackman 05:54

Yeah you remember dates like that

Jason Durie 05:55

So that's how JayDee Fasteners came about.

Drew Blackman 05:58

And then so similar to us, you just went around knocking on doors a factory saying hey, do you need nuts? Bolts screws? Yeah, the like I can Can I offer them too?

Jason Durie 06:08

Yeah, yeah, I was lucky enough that I'd build up a good client base working for the previous guy. And so I went to all of them and I said, Look, this is what's happening. I respect your decision if you decide to stay with them, but I'm going out on my own. I'd love to have you as a customer. But again, if you decide to stay that's fine. I respect that decision. I was lucky enough that every single one of them came over so that was a good starting base for me just build up from that up to where I am now.

Drew Blackman 06:36

That's that main point of you being the face and being out there and inside the factory going hey, how can I help you? Because it's a huge thing even for us. You come in here now and we don't really talk nuts and bolts and screws we talk footy going how bad of the roosters going and what brought they are with a salary cap.

Jason Durie 06:54

Yeah 2 premierships in a row, first side since 92-93.

Drew Blackman 06:57

Yeah Similar to St. George when they won 11 straight.

Jason Durie 07:01

Was that that was before TV wasn't it

Drew Blackman 07:04

possibly possibly but but that's the thing. That's the thing building that relationship and the like, of knowing the customer knowing their requirements. Yeah,

Jason Durie 07:14

getting to a point where you don't talk about work. No, you just talk about it more so mates the other and supplier and customer correctly. Right. And that's that's, that's a big plus to get to that point is a big plus.

Drew Blackman 07:31

So how many employees do you have under JayDee fasteners? and is fasteners as the only type of thing that you provide?

Jason Durie 07:38

I am the sole employer employee, the man I do everything

Drew Blackman 07:42

HR the accounts sales

Clayton Blackman 07:46

the janitor the cleaner

Jason Durie 07:47

the janitor that cleaner i and i gotta say the accounts is probably the hardest part chasing dough I hate I'm too nice of a person I can't I really struggled with that side of it. So now I just send an email because I hate calling and asking so but , sole employer sole person, one man operation

Clayton Blackman 08:06

One man band

Jason Durie 08:08

I sell anything the customer wants really they ring and say oh, can you supply this? I will try and source it. I will try

Clayton Blackman 08:16

Vaseline

Jason Durie 08:17

Vaseline. Anything you like, I'll, I'll deliver your lunch if you want.

Clayton Blackman 08:23

Thats called Uber Eats

Drew Blackman 08:25

JayDee eats another business.

Jason Durie 08:29

It's It's funny how you you sort of branch out like I never. I never thought I'd I'm now selling door handles. I'm selling vacant engaged locks for toilet doors. Because people just ring and say oh can you get these for us?

Clayton Blackman 08:42

They want a one stop shop.

Jason Durie 08:43

Yeah. And I say Yeah, no worries. And I'll turn over everything I can to get them and say Oh, well, here's how much I can sell them to you. What do you think? And I go, yep, that's fine. Here's an order. And so going from fasteners to tapes to silicone and it's just branched out now and you know how I thought 5-10 years ago that I'd be selling stuff that I'm selling now or I would have thought now you're crazy, but it's just how it evolves.

Clayton Blackman 09:07

One thing that's always impressed me JD with you, we give you a screw and you hold it against your finger or whatever and you go oh yeah, that's that's 75 mil that's 60 mil I'm going. How the bloody hell does he know thislse you know this like the blokes a freak Okay, how's he hold it against his finger and know that that's 50 mil?

Jason Durie 09:23

Well, roughly the line between a middle finger your crease lines is about 25 mil roughly. So I go from that

Drew Blackman 09:31

he's actually got a tape measure tattood on the inside

Clayton Blackman 09:33

The blokes a freakah, that's that's a 50 mil and that's that's 70 mil how the bloody hell does he know that

Drew Blackman 09:39

It helps when he he goes fishing.

Jason Durie 09:41

Oh yes. Just get out the Onkaparinga, have a look at that

Drew Blackman 09:46

but that is one thing you're right because not knowing and the different threads and metric and sizes and everything like that and we just send you it and then two days later three boxfuls turn up with them knowing yep, that's what we wanted. Exactly. So that's that is one thing that's very impressive. Knowing, knowing what you know, in that industry,

Jason Durie 10:03

it's not so much knowing what I know, it's knowing what your customers buy. And it gets back to customer services like your old man could ring me and say, I've bought these off you before. Okay, explain the head. It's a hex head. Okay? How long is it from under the head yet? I know already exactly what it is

Clayton Blackman 10:20

because we've been doing it for so long

Jason Durie 10:21

exactly

Drew Blackman 10:22

the biggest challenges you face being a small medium business and being a one man band What's the biggest challenge you find,

Jason Durie 10:30

probably the, the accountancy type side of things, you know, like trying to keep up with all the information that the accountant needs to keep the business running, like BAS, and all that sort of stuff. I've employed a bookkeeper now and have gone into finally after years of her begging me have gone into the cloud. She can do stuff that I don't want anything to do with. But previously to going into the cloud, I found that the hardest part would be getting emails from the accountant saying I need all this information. And so it takes me half a day to try and get all this information together and email it back to him. And so for me, that's the hardest part of being self employed is

Clayton Blackman 11:10

is that time away from you being on the road, kept saying customers and or new customers all Yeah, and chase and chase and work and that sort of stuff. Yeah.

Jason Durie 11:18

So that's probably the end getting work when times are tough. getting new clients is very hard, because you'll walk in he say, oh, you know, I want to sell you this, this and this. And they'll say, Well, maybe if we had work to give you, we'd give it to you. Yeah, you know what I mean? So

Clayton Blackman 11:34

how do you see the industry at the moment? Are they? It's an up and down all? Some customers are busy. Some customers are not exactly

Jason Durie 11:41

I think some industries are going gangbusters. others not? So, you know, so and that's why, for me, especially, it's good to have a broad spectrum of different industry. So if one industry is going good, it's going to carry you with the other industries that aren't going so good at the moment, I think works gone. Okay. And you've

Clayton Blackman 11:58

always got room, obviously to look at new clientele and looking for new clientele.

Jason Durie 12:02

It's a tricky one. I yeah, I pride myself on service. So do that's my biggest drawcard to anybody, any of my clients is that I pride myself on service. So if I now go out and get 10 Extra clients, new clients, that's going to affect my service that I provide.

Clayton Blackman 12:18

you don't want to water it down.

Jason Durie 12:19

Exactly. And so then my existing clients are going to say, well, your deliveries have gone. You know, we used to get it next day. Now we're getting a two or three days later, because I'm stretched, stretching myself too thin. So it's a tricky one.

Clayton Blackman 12:32

You don't want to bite off more than you can chew

Jason Durie 12:34

better to keep your existing clients and try and sell more products to them, rather than go out and get new clients if you know what I mean. So,

Drew Blackman 12:43

so in that, have you ever turned down a client saying, hey, no, I can't supply you?

Jason Durie 12:47

Yep. Yeah, yeah, I did the start last year, and it made it hard because they were lifelong mates of mine. They were going through a bad time, financially, and they just, they couldn't keep up the payments. And so I told him, I talked to him and I said, Look, I can't carry you. I'm not a bank. So if this continues, I'm going to give you another three months. And if it's if it doesn't change, I'm sorry, I'm just going to have to walk away. Yeah, I've known these two brothers for my whole entire life. So it was a tough decision but a bit in business and this is our explaining I said look you to run a business you from a business point of view. This makes no sense for me. And they they agreed and I said yet we understand. And I said look if you need help if you obviously got to go and find a new fastener supplier now. Run it by me ring me up say they're alright they're no good turned down a couple over the last probably three years where I just think it's I'm working too hard. And I'm not making any money out of it doesn't make sense. No. Like, i ship, I ha d another bloke who was a fencing and I was shipping screws to Western Australia, Queensland, Melbourne and Adelaide. And the freight was just killing me. And so I rang them and I said, Look, I've done this for six months, I've done a cost analysis. If I want to keep supplying your here's my new prices, and they said no. And I said, Okay, well, I'm gonna walk away. At the end of day you got to work smart, not hard, not hard

Clayton Blackman 14:11

Youre are not there to lose money.

Drew Blackman 14:13

Exactly. Just back on when Clayton said about business do you find when we have a natural disaster such recently here in Sydney and New South Wales, we've had bushfires and that type of thing. Your Business picks up because there's more building work because people need to rebuild their house and things like that. It's unfortunate it is do you find your business picks up in that sense?

Jason Durie 14:32

I don't I'm not really involved in the residential side of construction or more in a big buildings and stuff like that. But there is a there is a ripple effect. Yes. So it comes through the system. Yeah, I'd say yes, I'd say

Drew Blackman 14:45

and if you had one piece of advice for someone just starting out, so someone says hey, I want to start a small business or I want to start even a fascinating company. What would it be?

Jason Durie 14:56

Just simply go for it. dot your I's cross your t's use make sure you've got everything in place before you press the go button. But if you think you've got a good foundation, just go for it and get a bookkeeper.

Clayton Blackman 15:11

Early advice

Drew Blackman 15:12

which you learn after 19 years so away from work, how do you relax

Jason Durie 15:19

footy and beer

Drew Blackman 15:20

footy and beer not necessarily in that order?

Jason Durie 15:23

No, not necessarily in that order. I've got to keep a couple of as I mentioned earlier, a couple of daughters that keep me very grounded. I don't watch much Telly outside of footy season, footy season. I'd watch every game if I could but yeah, so I love my footy any sport in particular cricket And an odd beer

Clayton Blackman 15:41

any of the daughters into the footy mate

Jason Durie 15:43

I have one my eldest Yeah, she gets right into it. My youngest not so much. She you know, you're watching the footy again, Dad, where's my eldest will sit down with me and watch it. They're sort of

backwards and forwards between roosters and tigers growing and growing up in the Ryde area. They went to Putney public school and Luke Brooks some of the Tigers players came to the school, you know, a couple of days and so they'll all fell in love with Brooksie and Brooksies mum is actually a teacher at the school. Okay, yeah. And both my daughters had her as a teacher. So they got a soft spot for the tigers. I'm trying to get that out of them. So I got a soft spot for the Tigers myself. So one yes, one not so much.

Drew Blackman 16:26

Now to finish off, we asked our guest our Fast Five questions. So it's just a five questions, and it's probably the first thing that pops into your mind. So what would be your last meal?

Jason Durie 16:36

Duck

Drew Blackman 16:37

Duck

Jason Durie 16:39

Duck, any sort of duck

Drew Blackman 16:41

any sort of duck ok

Jason Durie 16:42

Crispy Skin duck how's that

Clayton Blackman 16:44

I wasn't expecting?

Drew Blackman 16:45

No, I wasn't expecting that either

Jason Durie 16:47

what were you expect.

Clayton Blackman 16:48

I wasn't expecting duck but

Jason Durie 16:49

a sausage sandwich something I don't know but a bloke that loves beer and footy and duck

Drew Blackman 16:54

You may have already answered this one your drink of choice

Jason Durie 16:57

Great Northern super crisp mid strength have to drink mid strength, I'm hopeless on full strength, absolutely hopeless

Clayton Blackman 17:04

end up talking shorthand

Jason Durie 17:05

after three.

Drew Blackman 17:08

Who would play you in a movie about your life?

Jason Durie 17:11

Either Matt Damon or James Maloney

Clayton Blackman 17:13

oh Jimmy Maloney. Yeah, you do.

Drew Blackman 17:18

And you've probably got the same sense of humour

Jason Durie 17:21

So let's scrap Matt Damon. Let's go with Jimmy

Clayton Blackman 17:24

Maloney. Same sort of swagger.

Drew Blackman 17:25

YEAH. Jimmy always wins.

Jason Durie 17:29

Exactly.

Clayton Blackman 17:30

He'd, do it justice to I reckon.

Jason Durie 17:33

I'd have to give you a few pointers, but yeah he'd go alright

Drew Blackman 17:35

You'd probably give him a few pointers in rugby league to knowing your pedigree

Jason Durie 17:39

prowess.

Drew Blackman 17:40

Yes. Three famous people dead or alive. You would have over for dinner.

Jason Durie 17:44

Well, i've got to query this. Does one of those people have to cook?.

Drew Blackman 17:48

No, no, no, no, no We've got someone bringing in Duck.

Jason Durie 17:51

Okay, so Jeff, Jeff Janz is out.

Clayton Blackman 17:53

Yes. Yeah. All right. And Miguel Miguel. Well, he's on the jungle so you don't have to get Miguel?

Jason Durie 17:58

I'll have to go Robin Williams. Without a doubt, Billy Connolly. If I don't need a cook, I'll go Halle Berry

Clayton Blackman 18:04

Jeez there would be some comedy between you and them other two

Drew Blackman 18:09

Halle Berry couldn't get a word.

Clayton Blackman 18:10

no, she'd be just saved for a good looks. But yeah, yeah. Imagine the comedy Billy Connolly be good.

Jason Durie 18:16

Oh, yeah. He'd be outstanding. Yeah, I saw him live. I don't think I've been to a funnier concert. Or he was just incredible. I was on the floor in front of my seat just curled up just laughing my guts

Clayton Blackman 18:27

he was watching telly the other day. And he was doing something on there. But he's just he just, he's he's brilliant.

Jason Durie 18:32

And he is so good. Like you'll be it'll be halfway through telling your story. And then we'll branch off and start a whole new story. And then we'll finish it. Guess where was I? Oh, that's right.

Clayton Blackman 18:42

Yeah, remember that? Yeah. Robin Williams would be good too.

Jason Durie 18:46

Yeah, imagine them to together. you would not get a word.

Drew Blackman 18:50

And finally, if heaven does exist, what would God say when you arrived at the pearly gates?

Jason Durie 18:56

We're been expecting you.

Drew Blackman 19:01

Very good. Well, that's it. JD, thank you very much for coming in. How can people find you if they they want to get in touch? If they looking for a fastener supplier or after some Vasso

Jason Durie 19:12

I'm in the midst of building a website finally, which will be up and running hopefully in the next three months.

Clayton Blackman 19:18

This is going bookkeeper. Website. Give me on facebook next

Drew Blackman 19:22

cloud.

Clayton Blackman 19:25

you on Snapchat yet. Or not no,

Jason Durie 19:27

no, no, no.

Drew Blackman 19:29

We've got a real Bill Gates on it hands here

Clayton Blackman 19:30

Wow,

Drew Blackman 19:32

so we'll, we might put that up when it's released.

Jason Durie 19:35

Yes, definitely. But again, time just mobile email. That's probably the best way.

Drew Blackman 19:40

Okay, well, I'll put that into the show notes. You're after a fastener supplier who offers first class service. Get in touch with JD again. Thank you very much for coming in today, mate. We do appreciate it. We'll chat next time.

Jason Durie 19:53

Thanks very much for having me boys

Clayton Blackman 19:55

pleasure mate cheers

Drew Blackman 19:57

That wraps up our chat with JD from JayDee Fasteners if you are wanting to get in touch with him he's number is 0414861820. Thank you for joining us. You could be anywhere in the world but you're here with us till next time Cheers. The KRGS Doors show proudly brought to you by KRGS Doors for all your shopfront roller shutters, roller grills, folding closures and bifold doors, visit www.krgsdoors.com.au