

Jonathan Perrins

Former SSAA Chairman 2007 – 2009

Life Member of the SSAA.

Jonathan is an industry leader, innovator and has been a strong advocate for the self storage industry for over 30 years. He has had roles as a builder, an owner-operator and as a specialist funds manager in self storage.

He was Chairman of the SSAA when they made the decision to purchase the offices which are still used today. At the time it was a big decision for the Board and they received a lot of flak over it, but over time it has proven to be the best decision.

In addition, they established a code of ethics, developed the strategic planning, enabled a service members position to become available and set up bigger trade shows.

In the 1980s, Jonathan owned and operated a rolled form steel production business in Brisbane and Tweeds Heads. When his father explained to him that he wanted to build one of Brisbane's earliest self storage facilities in Virginia, Jon designed and fabricated components specific for its construction.

Steel Storage was established with Brian Perry and grew rapidly in 1991-1992 with a Steel Storage production facility in New Zealand opening in the first two years.

Steel Storage became a multi-national operation, the UK was an emerging market with Steel Storage opening there in 1996. Business expanded throughout Europe where Steel Storage became an industry leader in storage construction. Further expansion occurred in Singapore in 2000 where they supplied self storage projects across Asia.

Steel Storage has been a design leader and has driven constantly improved standards and services in self storage development. This has included the development of 3, 4 and 5 level construction techniques, use of high-speed lifts, use of humidity controlled facilities and constant upgrades to partitioning and lock systems. Their well-designed facilities fit well with Jon's view that high standard facilities will enhance longer-term returns for self storage investors.

Jonathan has owned PTI Australasia Pty Ltd for 28 years, the leader in Access Control equipment.

In 2007 Jonathan co-founded Crown Self Storage in the UK, and after building a solid business over three sites, he sold the facilities to interests associated with Babcock and Brown.

In 2007 Jonathan purchased Extra Space Self Storage sites in Singapore, Malaysia and South Korea. The specific requirement of the storage market in Singapore, included the implementation of air-conditioned self storage units to the market and Wine Storage. After five years of growth, the business was sold. Extra Space is still the largest self storage operator in South East Asia.

Jonathan established the Prime Self Storage fund developing facilities in Brisbane, Gold Coast and Melbourne with National Storage. He and Robert Gregg formed Universal Self Storage Funds Management who have the Armadillo Self Storage Portfolio of 27 sites in the UK and he remains as an investor and advisor to a range of other self storage specific investment syndicates.

Jonathan's commitment to the industry is also evident in his leadership by establishing and becoming the initial Chairman of the Self Storage Association of Asia, which his company funded for the first two years. In 1997 he founded the modern-day trade show in Europe and was in the formidable years of the establishment of The Self Storage Association of the UK.

Jonathan believes the industry must continue to innovate and raise the standard of storage facilities to ensure financial success. He says that reaching a pragmatic solution to fire safety regulators as the most pressing issues in new self storage development today.

Steel Storage was sold early 2020 to Janus International. Jonathan still remains an active participant in the industry with roles as an investment advisor and funds manager. ●

