



PRIMA  
COMMERCIAL  
INTERIORS

Prospectus

Commercial  
Fitout &  
Furnishing  
Solutions



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# Delivering workspaces that stand the test of time

Your business is your livelihood - and in today's market its more important than ever before to consider every aspect of your business in attracting and retaining your staff and customers.

Your business environment and workspaces - whether you are in retail, consulting, office-based or customer-facing - is a critical element of team productivity and customer satisfaction.

Emerging technologies and team roles mean our commercial spaces are now able to be designed with people in mind - rather than plant and equipment.

Furthermore, your furniture and spaces may also be developed with flexibility - enabling you to shift walls and modules to suit your teams and their working requirements.

With the average Australian spending one-third of their lives in their workplace, it makes sense to create spaces that are functional while also enhancing creativity and productivity - which in turn helps you retain staff and grow your business.

Layouts and configurations, ergonomic chairs, adjustable desks, light sources, privacy and team areas each have their place in the planning process. In response to this significant market gap and risk to a prime economic driver, the Inquiry recommended a range of initiatives to remove barriers to finance for SMEs - including market-based finance.



➤ Protect your business investment - create workspaces that inspire and engage to boost your bottom line.

Your workspace surrounds are as important as the furnishings and configurations. Your wallcoverings, the use of colour and lighting (including natural), air quality and room temperature each contribute to the functionality of your commercial space.

Creating or upgrading your commercial environment is a substantial investment - therefore planning is key.

Prima Commercial brings you more than three decades of experience across all aspects of the commercial fitout solutions. We partner with you to determine your needs both now and into the future and tailor solutions to best meet the needs of your business.

We know that your workspace is where you spend most of your day, so we believe it should be something special.

We will work with you to make your workspace not only look great, but also functional and a true representation of your brand.

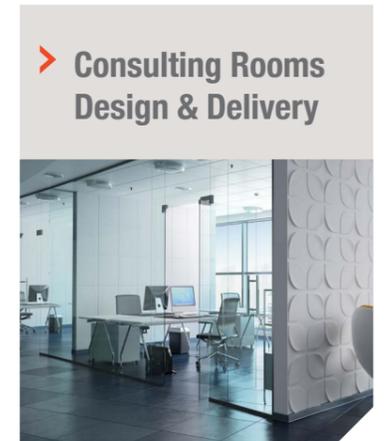
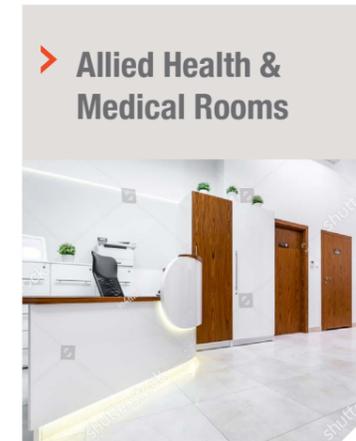
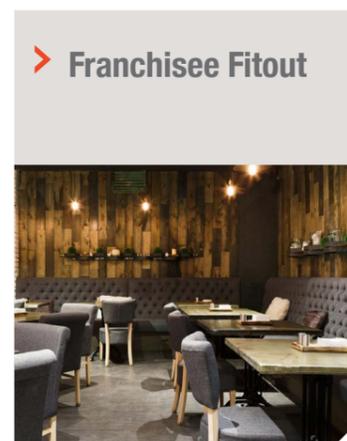
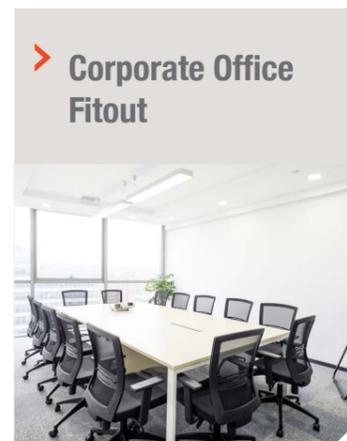
What makes us different from other outfitters is the detail and lengths we go to for our clients. We offer turn-key solutions with as little disruption to you and your team as possible.

We pride ourselves on delivering on time, on budget and with style! There's a reason we've had the same clients for more than 30 years.



# Our services

➤ Whether you are a corporate government department, a resort, a consulting firm or a yoga studio Prima has the experience and the qualifications to transform your commercial space. We design, project manage and 'create' innovative fitouts that showcase your business' brand 'whilst keeping the space practical.



Our Work: Blow Dry Bar Shop  
Elizabeth St Brisbane Qld



Our Work: Steps Duporth,  
Maroochydore Qld



Our Work: Baldwin Cartwright Lawyers  
Gympie Qld



Our Work: Pacific Home Loans  
Redcliffe Qld





With Prima, our clients are central to everything we do. We like to say that we have no past clients - we are proud to have formed long standing and trusted relationships with each of our clients across Australia.



**BRENDAN WAVELL-SMITH**  
Managing Director,  
PRIMA COMMERCIAL INTERIORS



### > Service

We pride ourselves on delivering outstanding customer service - no matter how big or small the project.

Your success is ours - and we are only happy when you are completely satisfied. With more than 3 decades experience we are a proven and trusted solution.



### > Tailored

Each of our projects is specific to our client requirements - the 'purpose' of their space and the individual needs.

We do not use a "cookie cutter" approach to our fitout solutions.

We create fitout solutions based on your business needs and to meet your budget.



### > Relationships

We source the very best manufacturers to deliver your products.

Each company we work with is committed to quality and outstanding workmanship.

In this way we are able to ensure accuracy, efficiency and cost control.

## About Prima Commercial Interiors

Since that time several family members remain in the employ of Prima. Sadly, after twenty four years at the helm of the company he founded, Brian passed away in October 2009.

After a decade of working in the broader industry Brian's eldest son Brendan returned to Prima in late 2010 to take on the role of Managing Director.

Brendan's experience in manufacturing, design and project management has helped to further broaden the scope of service that is offered. From its inception Prima Commercial, formerly Prima Office Solutions, has been built firmly on the relationship between the client and Prima.

Proudly, for nearly thirty years we have flourished on word of mouth recommendation. We believe this has been possible due to a dedicated commitment to deliver the best possible result for our clients.

We seek to identify what is required through consultation, then tailor the services and products to execute that unique result.

It has always been our business model that we would grow our brand through client satisfaction.

To date this model continues to serve us and our clientele well.

Through alliances with our manufacturers in Queensland, Victoria, Northern and Southern China as well as our expert tradesmen we are able to deliver a comprehensive "one stop shop" for the company seeking a complete "turn-key" project.

As we move into the future we continue to streamline our services in order to deliver the most uncompromising, cost effective solutions possible.

We understand the magnitude of the investment and the importance of getting it right the first time.

> Prima Commercial is a second generation family owned and run company. Established in 1986 by Brian Wavell-Smith, we have serviced the Australian market for more than 30 years.



We realise that your office is not only where you will spend the next third of your life, but it's also an environment that needs to be a functioning tool, empowering and inspiring your management and staff to perform to their potential.

Through consultation and design we will clarify your project vision and identify what you need to achieve on the three essential fronts of Function, Aesthetic and Budget.

With the aid of CAD design and 3D CAD Modelling we crystallise your vision. You will know exactly where you are heading every step of the way. With a wealth of combined industry experience within Prima Commercial we will guide you through the design process to ensure that the vital elements of staff retention and productivity are well considered and maximised through that design.

Once committed to the project you can get on with running your business and we will take care of the rest.

If you are about to undertake a new fit-out, or mid-life upgrade to your existing premises we invite you to contact us.

We conduct works throughout the East-Coast and Northern Territory and are more than happy to meet to discuss your requirements.

Testimonials by CEOs and Managing Directors of leading Australian Businesses can be supplied on request.

We look forward to working with you!

The Prima Team

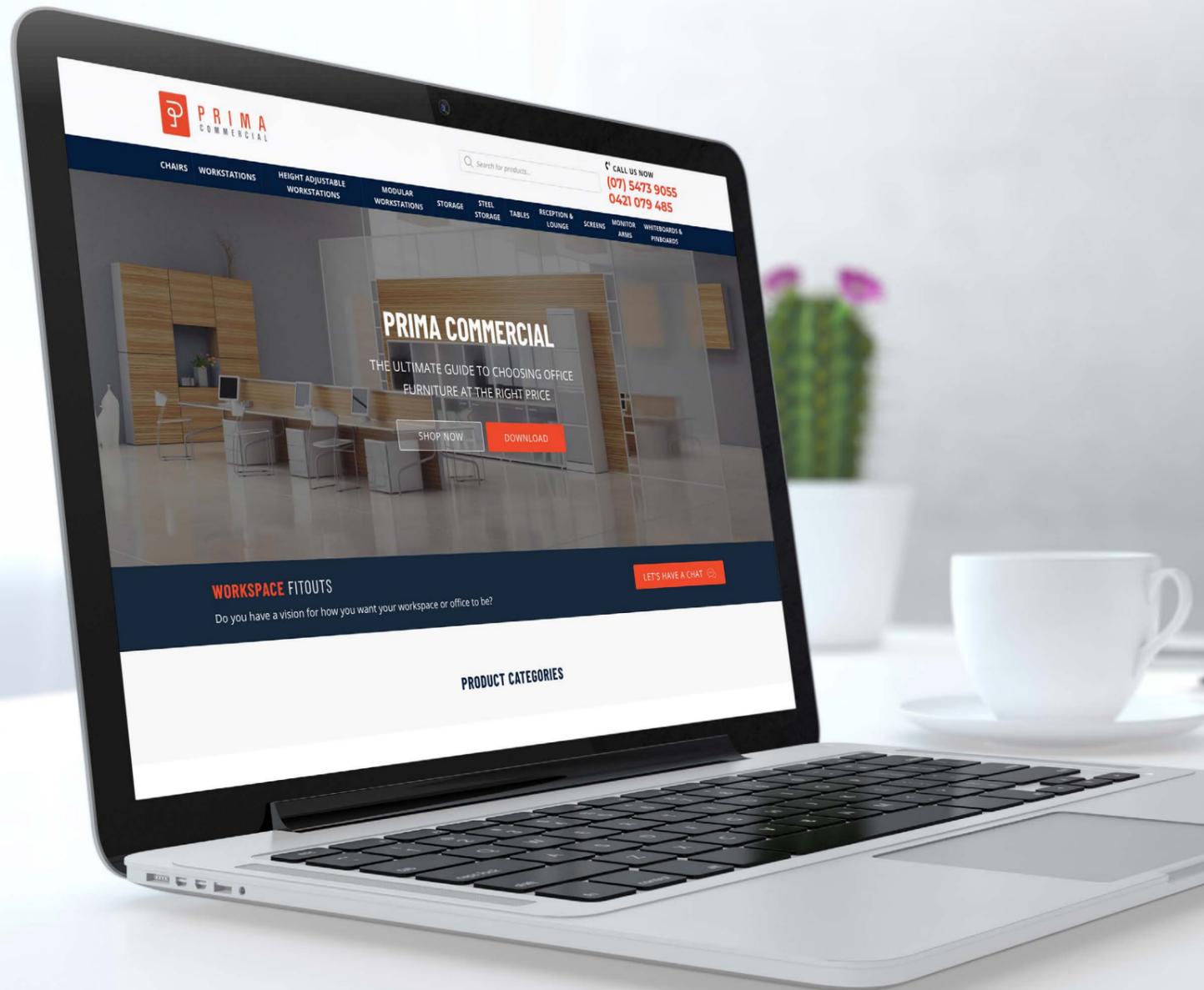


Prima Commercial is proud to be associated with STEPS Charity



# Prima Commercial

The ultimate guide to choosing office furniture at the right price



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## > STEEL STORAGE



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## > TABLES



## > VERTICAL GARDENS



## > WHITEBOARDS, PINBOARDS, CORKBOARDS AND GLASSBOARDS



## > ACCESSORIES





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