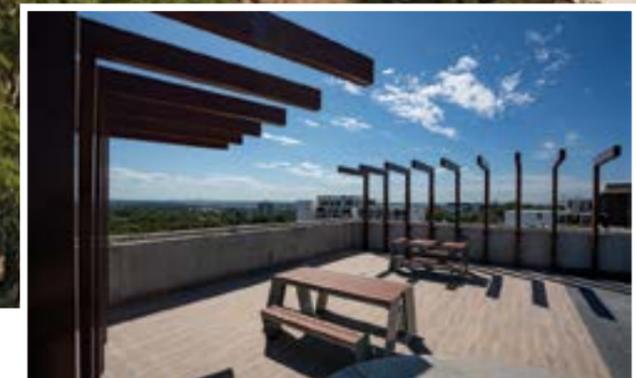




# CASUAL ELEGANCE

CONSTRUCTION COMPANY : Decode  
ARCHITECT : nettleontribe  
CONSTRUCTION VALUE : \$40 million

Pinnacle Miranda is an architecturally inspired residential development comprising 128 one, two, and three bedroom apartments over 9-levels with incredible light filled living spaces, oversized indoor outdoor balconies, contemporary open plan kitchens, stone benchtops, lush landscaping, a spectacular entertaining deck and expansive district views.



Decode is a leading diversified, Sydney based property developer and construction company that stands for Design, Construction and Development – the three main divisions of the company. They aim to purpose build every development to suit the unique aspects of its site, making sure every detail counts. They have an extensive portfolio of projects, with Pinnacle Miranda being their latest addition.

The development features 128 contemporary one, two and three bedroom apartments which feature floor-to-ceiling glass doors, modern kitchens with stone benchtops and seamless alfresco balconies that spill naturally from the living areas for all season entertaining and enjoyment. Bathrooms draw upon the soft textures of nature to give a relaxing mood.

Pinnacle Miranda's superb design is a fusion of coastal and urban attitudes with lush landscaping creating a tranquil garden space, striking architectural lines and timber style screens lending a natural character. The rooftop creates a spectacular alfresco entertaining area with expansive views of Miranda.

Founded in 2008, Decode covers the full spectrum of the property lifecycle from design consultants, to construction and property development. "Our reputation throughout the industry for not only completing projects on time, within budget, with high quality outcomes but also adding value along the way from our clients to our end user is unsurpassed," said Sam El Rihani, Decode Founder and Managing Director who has over 20 years construction industry experience.

"We have a proven track record in building high quality properties in prime locations throughout Sydney. Our business focuses on the construction and development of new residential buildings and mixed use developments and is built on experience, efficiency and passion."

"Known as our 'small businesses' each is critical to the delivery of every project and we have brought them inhouse to maximise the certainty of outcome and quality. This is a Unique Value Proposition, and we are one of the few construction companies with this capability. Our capability is driven by our corporate values of integrity, reliability, teamwork and uncompromised quality. We are passionate about these core values and our commitment to our people, this is why we deliver

consistently for our clients. This attitude and self belief are truly what sets Decode apart from our competitors."

With an ever growing team, now numbering over 100, Decode has constructed over 2,100 units with 1,200 units currently in progress. They were ranked fourth overall across all sectors and the top Construction company in the AFR Fast 100 list in 2018 with a three year average YoY growth rate of 146.7% and total revenue \$139.85 million in 2018 financial year.

Construction was the first division of the Decode Group. While the company has grown into other areas including Development and Engineering, excellence in construction lies at the very heart of Decode's business.

"Our deep understanding of all aspects of the construction business is our key strength and why our clients come back to us again and again," said Sam. "We deliver as promised because our team is led by experienced management who live and breathe construction. Most of our Project Managers are Structural and Civil Engineers who focus on

every detail onsite to create a high quality end product and deliver it on time, and to budget."

Decode currently have more than 13 projects in progress, most notably their flagship project Burwood Grand comprising of 500 units and Pyrmont Newlife featuring 11 luxury residential terraces in the heart of Pyrmont precinct. Decode is also exploring diversification into other property sectors including commercial, health, aged care, industrial and infrastructure segments.

"We work hard on improving quality not only for construction but also in the design of layouts to ensure we provide an excellent product to the end user while achieving our set targets," said Sam. "This has been the key to our success."

**For more information contact Decode**, Level 5, 619 Pacific Highway, St Leonards NSW 2065, phone 02 9695 1778, email [communications@decodegroup.com.au](mailto:communications@decodegroup.com.au), website [www.decodegroup.com.au](http://www.decodegroup.com.au)

**Below** On Time Plumbing provided extensive plumbing services including hot water, gas, water, sewage and stormwater drainage.



**Below** Chalouhi completed 26,000m<sup>3</sup> of bulk excavation and foundation piling for Pinnacle Miranda.



**On Time Plumbing Australia is an industry leader within Australia's plumbing sector.** Established in 2008 from their Sydney based office, On Time Plumbing delivers end-to-end holistic plumbing solutions through design, development, and delivery for quality construction plumbing and hydraulic services within the commercial building and industrial sectors.

Founded on integrity and professional conduct, On Time Plumbing enables safe, sustainable, and quality construction works. "Our team of quality licensed plumbers have local knowledge, are focussed on service and a client's project requirements and cost analysis. Each aspiring to further expand operations to construction projects that impact large scale infrastructure and urban development," said Director, Hassan Najj. "We undertake design consultation and coordination between trades to always achieve effective and timely results."

For the benchmark Pinnacle development in Miranda On Time Plumbing Australia completed all the gas, water, hot water, sewer and stormwater drainage and fire hydrant installations.

"We strongly support up and coming urban developments like Pinnacle," said Hassan. "We are proud of developing a nurturing

culture where diversity, connectedness and long standing professional relationships are celebrated amongst the team."

On Time Plumbing Australia is currently working on several large high rise apartment complexes across Sydney. They are committed to further developing their processes and procedures to remain industry leaders within the plumbing sector aligned with sustainable quality assurance and compliance strategies across all services including residential, commercial and multi-story buildings. "Our residential services ensure that communities live within sustainable urban developments aligned with value management and contemporary construction methodology including gas, fire and sprinkler systems," said Hassan.

On Time Plumbing Australia offers a full range of enhanced diagnostic services, sustainability and feasibility plumbing solutions, efficient plumbing design achieving urban living spaces, gas fitting, hot water systems, drainage and stormwater and fire systems and design.

**For more information contact On Time Plumbing Australia,** Suite 1, 19 Miowera Road, Villawood NSW 2163, phone 02 8774 5270, email info@otpa.com.au, website www.ontimeplumbingaustralia.com.au

**For over a decade Chalouhi has been influencing the landscape of Sydney.** Recognised as one of the most reputable civil engineering and construction companies in the industry, Chalouhi provides an array of services that includes planning and coordination, engineering and site preparation through their civil construction, site preparation (demolition and complete site remediation), and deep excavation and divisions.

"At Pinnacle Miranda, from November 2017 to February 2018 we provided the bulk and detail excavation of the 3,500m<sup>2</sup> basement that totalled 26,000m<sup>3</sup> over the 2-levels, all environmental controls, foundation piling and graded sand bedding for basement SOG for the builders, Decode," said Robin Chalouhi, Managing Director.

"Excavation is one of Chalouhi's core services, and we've now worked with Decode on over a dozen projects within the Sydney metropolitan area," said Robin. "We specialise in the removal and relocation of materials through bulk and detailed excavation. As the first stage on any site, excavation is crucial to the success of the project, creating a level, clean area to work and establish foundations. Our extensive experience in civil works and exceptional leadership skills allows us to deliver cost effective, quality assured,

and sustainably safe platform to build Australia's future from the ground up."

Chalouhi is committed to the success of their clients, subcontractors and employees, building long term relationships. They are a trusted partner and contractor for many in the construction industry.

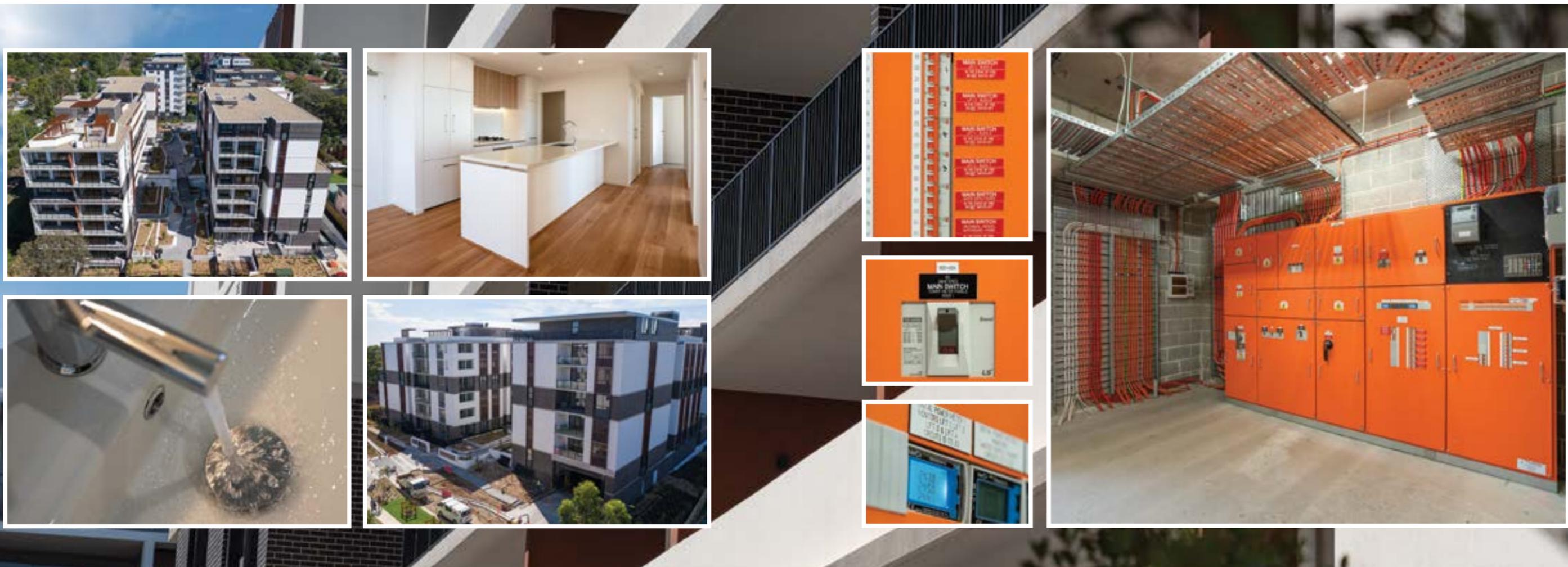
"We always aim to build on our reputation through our honesty, reliability, dedication to hard work, employee training, innovation and meticulous attention to detail with an outstanding safety record supported by robust quality assurance procedures," said Robin. "We aim to deliver quality service within a client's budget requirements without any compromise to Workplace Health and Safety and the environment."

Chalouhi is currently working with Decode on Meridian at Chatswood and NewLife at Pyrmont in the heart of Sydney.

**For more information contact Chalouhi,** 2/22 Centenary Avenue, Moorebank NSW 2170, phone 02 9790 3799, email admin@chalouhi.com.au, website www.chalouhi.com.au

Below LP Consulting liaised with Sydney Water, ensuring Decode had all the correct approvals and Section 73 Certificate.

Below Elecity was responsible for all the electrical works for Pinnacle Miranda, including the CCTV, dry fire and access control.



LP Consulting Australia consistently achieves excellence in all aspects of hydraulic engineering and Water Servicing Coordination through their highly qualified team of engineers and specialists, led by Principal Engineer, Louis Panagopoulos. An accredited Water Servicing Coordinator with Sydney Water, LP Consulting was appointed by Decode, builder and developer of the acclaimed Pinnacle Miranda to coordinate, design and manage all aspects of the project related to water and sewerage.

From the outset of the development, LP Consulting engaged with Sydney Water to ensure Decode had full knowledge of Sydney Water's requirements. The company calculated water demands, sewer loading, assessed the foundation system and stamped the construction drawings. LP Consulting gained the necessary approvals from Sydney Water and ensured Decode gained the authority's Section 73 Certificate in a timely manner. "We value working with all our clients right around Australia and this project working alongside Decode was no exception," said Louis.

For more information contact LP Consulting Australia, Suite 9.04, Level 9, 109 Pitt Street, Sydney NSW 2000, phone 02 9223 4444, website [www.lp-consulting.com.au](http://www.lp-consulting.com.au)



Established in 2009, Elecity provides professional electrical services in a wide variety of spaces within the commercial and residential sectors. These include electrical installations, data communications, home automation, CCTV, access control, security solutions, dry fire services, site management, material procurement, work measurement, planning and scheduling, safety and client/builder liaison.

Elecity collaborated with PBD Architects and award-winning interior architects Turner to design and construct the electrical plan for the entire Pinnacle Miranda development.

"Our professional team, including a site foreman and a project manager, worked on the 128 luxury apartments from January 2018 until March 2019, completing all the electrical works, dry fire, CCTV and access control," said Elecity Managing Director, Ahmed Nasser.

"We are proud of our extensive collection of electrical projects that contribute to and support the development of infrastructure within Australia," said Ahmed. "Our electrical engineers have the resources and skills to successfully work in consultation with award-winning project architects, structural, and service engineers

to design comprehensive strategic plans that enable clients to deliver sustainable, compliant, and safe constructions."

Elecity makes sure every detail counts, and are committed to delivering high quality services while nurturing and maintaining positive, long term professional relationships with new and existing clients and stakeholders. Other projects they are currently working on include NewLife at Pyrmont and Loft 3 at Homebush.

For more information contact Elecity, 2/22 Saggart Field Road, Minto NSW 2566, phone 1300 715 250, email [info@eindustries.com.au](mailto:info@eindustries.com.au), website [www.eindustries.com.au](http://www.eindustries.com.au)