

DESIGNED FOR LIFE



MAIN CONSTRUCTION COMPANY : Ceerose
CONSTRUCTION VALUE : \$44 Million
COMPLETION DATE : Mid 2014
ARCHITECT : AJ+C
STRUCTURAL ENGINEER : Australian Consulting Engineers
ENVIRONMENTAL ENGINEER : Environmental Investigations



When your business philosophy is ‘creative people building value for your construction project’, it is obvious that a project like DNA at Camperdown follows that plan.

Following what designers call the building blocks of life; DNA has a cool, contemporary feel with a distinct urban edge, recognisable in its series of low-rise buildings encircling two landscaped chill out gardens.

There is a welcoming choice of studios, one and two bedroom units with or without studios, two bedroom garden apartments and luxurious penthouses, most of which are north facing to let in natural sunlight and promote energy saving through adherence to solar passive design principles.

Through this project, construction company Ceerose were able to showcase why they are a contractor of choice. Development manager Daniel McNamara said Ceerose was a dynamic and progressive organisation with ambitions

to grow and become a significant participant in Australia’s major property markets. “Since we began operation in 1998, we have quietly developed an enviable reputation in the property and construction industry,” he said.

“By continually refining our business strategies, we have remained ahead of market trends and now offer an integrated approach to construction projects and development joint ventures.”

Ceerose provides a comprehensive service, with in-house town planning, design, legal, estimating and project management services, more recently specialising in residential and mixed use developments and contract construction projects. This broad experience is showcased in the exceptional range of projects it continues to be involved in.

As well as the \$42 million DNA @ Camperdown development, Ceerose has in the past 12 months completed Eden at Chippendale (residential), Jade in the CBD (mixed use), the prestigious Eliza on Hyde Park (mixed use), and is under construction on the \$100 million Harbour Mill development in Pyrmont, where all but two of the 136 apartments have been sold more than one year out from the completion of construction.

While there was a distinctive style with DNA, ‘the heartbeat of Camperdown’, the Ceerose team has gone a step further with Harbour Mill, whose design resulted from a competitive design process administered by the Ceerose team.

The development will comprise the restoration and adaptive reuse of the former

Edwin Davey & Sons Flour Mill to provide residential apartments and retail floor space, and through consultation with City of Sydney Council and Transport for NSW, will be providing a direct pedestrian connection to the Wentworth Park Light Rail Station.

Ceerose brings to each project substantial construction expertise and knowledge in new construction, fit out, refurbishment and heritage restoration.

Director Edward Douihi said that Ceerose takes a partnering approach to projects, developing relationships with clients and other stakeholders to understand their needs and goals in order to identify optimal solutions for both their business and the project.

No matter what the design or budget, on all its projects Ceerose Pty Ltd continues to exceed its client’s expectations, distinguishing itself by delivering more

efficient cost-effective solutions with a high level of professionalism.

“Our goal is always to deliver integrated solutions reliably and with minimum fuss – regardless of the size and type of project,” he said.

“By exceeding our client’s goals and expectations, we develop long-term relationships that become successful partnerships, as demonstrated by a number of clients that have returned asking us to build ever increasing sized projects.”

As well as an extensive history that spans 15 years, Ceerose continues to be the construction company of choice because it is lead by highly qualified professionals, each with a distinguished track record in the market. “We are proud to say that our staff have embraced the challenge of broadening our fields of operations, adapting to increasingly complex work standards adopted over the

past decade, and in doing so, they have constantly acquired new skills and expertise that keep them ahead of the industry,” Daniel said.

Looking to the future, Ceerose will continue to achieve wide recognition for its commitment to deliver projects that set benchmarks for quality in design, construction and finish across a variety of sectors of the industry.

For further information contact Ceerose Pty Ltd, L1, 97-101 Pyrmont Bridge Road, Pyrmont NSW 2009, phone 02 9571 9999, fax 02 9571 9900, website www.ceerose.com.au

THE STYLE IS ALWAYS CLEAR

Set within the residential heart of Sydney's Inner West, DNA @ Camperdown is all about providing residents in each of the 133 apartments creativity and quality that will make them instantly feel at home. With a clear focus on letting natural light into the apartments and pop out windows add a certain extra style to the design of the building, Bronze and Silver Glass were an integral part of this development.

Style Windows fabricated, supplied and installed the glazing, including main entry doors, apartment sliding doors, glass panels, architectural popouts in the façade and four different types of windows – sliders, louvres, awnings and fixed. Style Windows Installation and Project Manager, Norm Huwazan said a project of this size allowed the company to expertly showcase what a highly experienced, quality-focused team of glaziers can create.

“From one to 1000 windows or sliding doors, we have the experience and flexibility to make projects such as this truly come to life because we can handle the high volumes of work on unit developments such as this or large prestige houses without ever compromising on quality,” he said.

“Nothing comes out of our factory without being inspected and quality certified by our Fabrication Manager, Ross Huwazan. On site I inspect all work and ensure the quality of the installation is also first class because quality, workmanship, integrity, honesty, safety and reliability – those are the things that sum up our approach to business.”

One area where Style Windows stood out were the popouts because there was the challenge of installation works from scaffolding at up to 11 stories high combined with the need to make sure all waterproofing was flawless. For the glass panels, Style Windows used Frame-tek products to fix the glazing to, and Vantage Section was used for door and window framing.

The beauty of the Architectural Window Systems full Vantage Sections with all windows and sliding doors is that by being Australian designed they are able to deliver superior performance for the variety climates and environments as well as enormous flexibility in design. Since commencing operations in 1999, Style Windows have maintained an unblemished safety record holding regular meetings with a clear focus on safe installation methods, safe fabrication practices, and ongoing skills development such as improved techniques for levelling.

Style Windows works closely with their glazing supplier, Bronze and Silver Glass, who are able to supply them with high specific products, even at short notice. This is a major benefit for time-pressured builders, being able to rely on a trade subcontractor who is using their own Australian-made product. The company's design, fabrication and installation capabilities include all architectural glazing, windows, doors, atriums and glass roofs. This year Style Windows will be moving into a new purpose-built factory with new CNC machining in the fabrication workshop, enabling them to expand capacity.

“As an Australian owned company we are very focused on using the best Australian produced and manufactured products. “For us it is clear, we remain as competitive as any overseas company and are continuing to provide both a product and service second to none.”

For more information contact Style Windows, 67 Mersey Road, Bringelly, NSW 2171, phone Norm Huwazan 0402 335 126, email style.window@bigpond.com





MAJOR INNOVATION TICKS ALL THE BOXES FOR BUILDING

Building faster, safer and more sustainably is everyone's bottom-line goal, and DinCEL Construction System (DCS) is an innovative and simple way to get there. Ceerose used DCS for all the vertical elements of DNA @ Camperdown, using a total of 12,000m² of the patented permanent hollow forms instead of conventional formwork to achieve a massive saving on time, manpower and materials.

DCS is manufactured in Sydney from a non-toxic heavy metal-free durable rigid polymer, which is filled with ready mixed concrete to produce load bearing, fire rated, waterproof elements such as DNA's basements, lift/stair/service shafts, deep beams, blade walls, columns, party walls, and façade walls. Ceerose also used DCS for the project's on-site rainwater detention tanks and the projects numerous planter boxes, with DinCEL able to supply a wide range of panels and sizes which could cater for the complex radii involved.

Because DCS is lightweight and easy install, with each panel connected by hand via patented snap together joints, Ceerose had a reduced need for cranes, scaffolding and masonry, as well as less labour costs and a substantial reduction in concrete requirements. Compared to a frame structure, DCS enabled DNA to have reduced slab thickness of 170mm instead of 200mm, which eliminated post-tensioning and saved substantially on both concrete and time, with 18 slabs completed in just 16 weeks.

"Utilising DinCEL as a loadbearing wall system in lieu of a conventional column-slab-infill wall system achieved a most cost-efficient floor system, together with a six month time saving from the Ceerose construction program," said DinCEL Construction Systems Spokesman, Ross Drinkwater.

DinCEL cut the DCS forms to the specified length in their factory, which is capable of producing 500,000m² of DCS to supply concurrent major projects. For DNA, the supply involved a rapid turnaround of seven days from shop drawings and ordering to delivery to site. DinCEL then provided weekly and fortnightly visits by the company's technical staff to advise on installation and use.

"Being a first time user, DinCEL's site assistance was appreciated by Ceerose, allowing them to achieve a simple and fast installation of DinCEL walls," said Ross. "At the heart of DinCEL is our passion to

deliver a complete construction system that reduces costs by increasing the speed and safety and simplicity of construction."

DCS is fire resistant, cyclone, flood and earthquake proof to magnitude 9, and has superior acoustic insulation properties. In terms of green credentials, DCS is VOC-free, 100% recyclable, has a minimum 100 year lifespan, and can result in a 90% reduction in steel reinforcing use and up to 50% less cement. The system also improves indoor air quality by being completely impervious to all emissions from outside. Other advantages of DCS include lower maintenance and longer life, through preventing wall cracks, water damage, fungal growth and mould. It also delivers a durable defect-free substrate for finishes and eliminates the need for pest control products and systems.

This is an Australian innovation, and the result of a substantial five year research and development process by the firm DinCEL Engineers. Extensive consultations with architects, engineers, builders and developers were carried out in order to ensure the patented forms would meet the needs of users and designers. DCS was also tested by the CSIRO for Fire Rating, by U.T.S. for structural strength for earthquakes, by CETEC for off-gassing of VOCs (where it was proved these were below detectable) and is certified as compliant with the Building Code of Australia.

DCS is capable of producing walls and columns of any size, making it suitable for projects across all development sectors, including commercial buildings, industrial facilities, homes, schools, hospitals, water storage tanks and grain storage. Other significant projects which have benefitted from DinCEL's cost and resource saving innovation include Rainbow Bay Apartments (2012 Queensland MBA winner), CHC Affordable Housing (200 Apartments - Canberra), Housing NSW Port Macquarie, and the Eclipse Apartments (27 storey) Victoria.

Around the country, hundreds of projects have discovered the benefits DCS offers builders, asset owners and facility managers in delivering better buildings for the long term, and doing so more efficiently and sustainably.

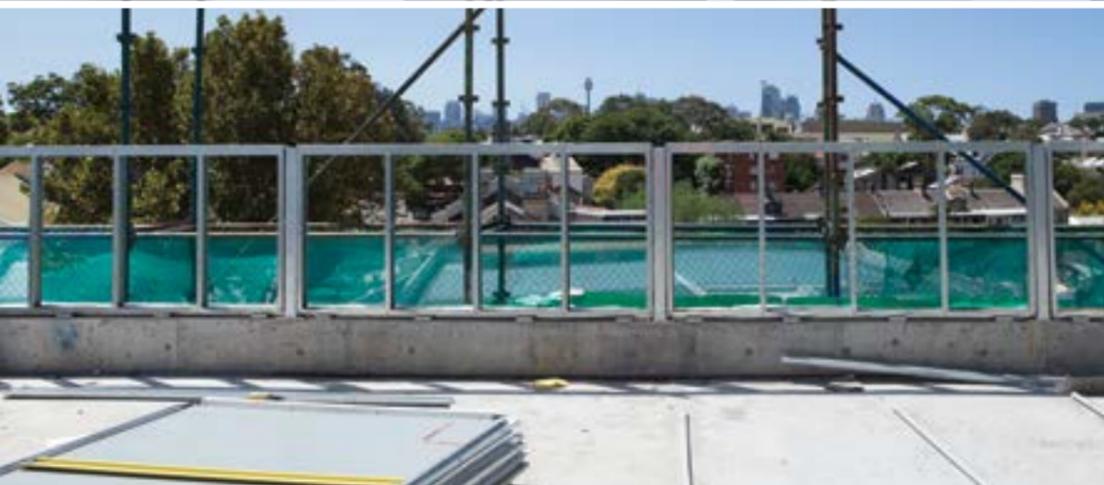
For more information contact DinCEL Construction Systems, phone 02 9670 1633, fax 02 9670 6744, email construction@dincel.com.au, website: www.dincelsolutions.com



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NEW STYLE SHOWCASED IN CAMPERDOWN CLADDING PROJECT

Unlike any other development in Camperdown, DNA showcases with its new generation design the urban style of this area.

Bright Ceiling Systems Pty Ltd director David Lu brought 12 years experience with him to provide an interesting and modern touch to this contemporary design.

The company was proud to make an impression with a new product to the market Vitrabond and Alpolic aluminium panels which are light yet rigid and have continued to inspire new functional achievement in building design. David said all details were designed and certified by an engineer.

“We are very clear in that we always provide the most thorough and exceptional service and products to each and every project we are involved in whether through aluminium panel cladding, glazing partitions or plasterboard,” he said.

“This has been highlighted superbly through the DNA @ Camperdown project which showcases a new style of living for the area as well as our other projects such as the Chatswood Toyota building.”

For more information contact Bright Ceiling Systems Pty Ltd, PO Box 65, Wahroonga NSW 2076, phone 02 9943 1881, email brightceiling@gmail.com



INNOVATIVE DESIGN WITH STEEL



As the name suggests, DNA @ Camperdown is focused on the chemistry within architecture with its artistic, innovative, unique and cutting edge design. For this reason it is only fitting that an established business like Frame-Tek Specialised Steel Framing Systems was involved in this creative, inner city development.

Established in 1997, Frame-Tek's manager says that the company is dedicated to providing the construction industry with innovative and economical prefabricated aluminium, metal framing and sheet metal products. “Our focus has always been on quality, service and design flexibility to meet our customers' requirements,” he said.

“With offsite pre-fabrication being the order of the day, utilising a unique, high strength, clinch-rieveting system for light gauge metal and aluminium sections, Frame-Tek can now offer its clients a variety of alternative structural framing construction methods.

“Additionally, our systems are analysed and engineered to be cost effective by substituting conventional structural steel framing and designed to reduce labour on site.” Through the DNA @ Camperdown project, Frame-Tek were able to show that the possibilities are endless, working closely with the builders to provide smart framing solutions

and designs to suit their construction requirements. Specifically, Frame-Tek provided an engineered framing solution to support the pop out windows and other areas focused on aluminium cladding on the remarkable design of DNA @ Camperdown.

“Our challenge on this project was providing this support structure to windows that were projected out from the main building line, but this was something that was overcome with the ingenuity of our design team.

“Providing solutions like this further highlights how focused the team at Frame-Tek is on building smarter when it comes to façade framing solutions.

“We have proven this on a number of projects recently including both the Campbelltown and Tamworth hospitals, the Newcastle Courthouse and the Oran Park Town Centre; projects which show that we have both exceptional flexibility in our work and also a commitment to excellence.”

For more information contact Frame-Tek Specialised Steel Framing Systems, 35 Livingstone Street, phone 1300 137 263, fax 02 4759 3864, email sales@frame-tek.com.au, website www.frame-tek.com.au



EXTENSIVE PLUMBING SOLUTIONS

Plumbview brought a professional attitude and a high level of trade skills to the DNA at Camperdown project, completing a design and construct scope including all the hydraulics, drainage, stormwater, gas, and hot water throughout the project.

They also installed all the tapware, cooktops and dishwashers, as well as individual meters for the Rinnai ring main hot water system and the meters for the project's mains potable water supply. Company Director Antoine Douihy, was happy with how smoothly the design coordination of all the different aspects within the overall program came together.

A team of up to 16 Plumbview personnel including 11 trade-qualified plumbers and 5 apprentices commenced onsite in March 2012, with

final completion expected at the end of May 2014. A member of the Master Plumbers Association, Plumbview was established in 2001 to offer professional, comprehensive plumbing services to all major construction sectors including new commercial, retail and residential projects, as well as refurbishments and a maintenance division.

Other recent projects have included Eliza Apartments for Ceerose, studio apartments at Burwood, a 72-unit project at Campbelltown, Greenway Supa Centre at Wetherill Park and the refurbishment of Wentworthville Shopping Mall.

For more information contact Plumbview, PO Box 225, Granville NSW 2142, phone 02 9885 1777, mobile 0414 891 644, fax 02 9885 1777, e: info@plumbview.com.au