

## What's the latest design trend in boardrooms and waiting areas...

**"Ceiling Coffers".** Basically a ceiling coffer is like a reverse bulkhead. Traditional bulkheads you find over boardroom tables and reception areas hang down and can look imposing? Coffered ceilings which start from the ceiling level and go up represent a great opportunity to both incorporate and at the same time hide special lighting and air conditioning and other services. A well designed coffer can really lift the feel of your feature area. We have recently completed a new

coffered ceiling in our office. Within days of completion one of our valued clients saw it and just had to have it in their office. I am happy to say both coffered ceilings were a resounding success. So the next time you renovate your boardroom, you can do what everyone else does or you can go that little bit further. Come to our showroom and have a look at what we have done and imagine how this would look in your office.



## The Office Cartoon



*A train station is where a train stops. A bus station is where a bus stops. This is a work station.*

## Listen to us on the radio!

I'm sure you've heard our new radio ads... they're the talk of the town. If you haven't, tune into Sydney WFSM 101.7 during Jonsey and Amanda's top rating show Monday to Friday 5:30 - 9am.

For a sneak peak click "[here](#)" to listen in on what we have to say, direct from our website



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## New Online Blog

Did you know we now have our blog page on our website? The post started a couple of months ago, and has some very insightful articles that are targeted to help you understand the "why" of office fitout. Already we have had very positive feedback. Visit the blog at [www.apexei.com.au/blog](http://www.apexei.com.au/blog) and have your say.

## Featured Product

### Code55 Mesh 210

An affordable, attractive alternative to the plain mesh back chairs currently on the market. Call us now to arrange for a demonstration of this exciting new office chair



## Apex Executive Interiors specialises in all aspects of the commercial interiors:

### Building Works

- ▲ Demolition and Make Good
- ▲ Partitions
- ▲ Ceilings
- ▲ Doors and Hardware
- ▲ Painting
- ▲ Operable Walls
- ▲ Window Treatment
- ▲ Floor Treatment
- ▲ Signage
- ▲ Tiling

### Management

- ▲ Project Management
- ▲ Design
- ▲ Spatial Planning

### Service Trades

- ▲ Electrical
- ▲ Data
- ▲ Lighting
- ▲ Security
- ▲ Air Conditioning
- ▲ Fire services
- ▲ Plumbing

### Office Furniture

- ▲ Joinery
- ▲ Workstations
- ▲ Boardrooms
- ▲ Receptions
- ▲ Seating
- ▲ Audio Visual

### Maintenance

- ▲ Office Maintenance
- ▲ Certification of Essential Services
- ▲ Survey Reports

For more information:  
call 02 9635 9100 or  
visit [www.apexei.com.au](http://www.apexei.com.au)

## Wall Graphics

The use of graphic images on the walls in your office is greatly overlooked at the moment, and in our opinion a huge lost opportunity to promote your business and motivate your people.

A story line of where you came from or more importantly where you're going. Think of the opportunity of having your own private bill board or banner as large as a streetscape in your own office.

If you already have good quality images, products or company values that need promoting then you are already half way there, if you don't, one of our graphic designers will be happy to help in the design.

Apex Executive Interiors has the ability and imagination to make it happen.



## The pitfalls of obtaining an office fitout quotation

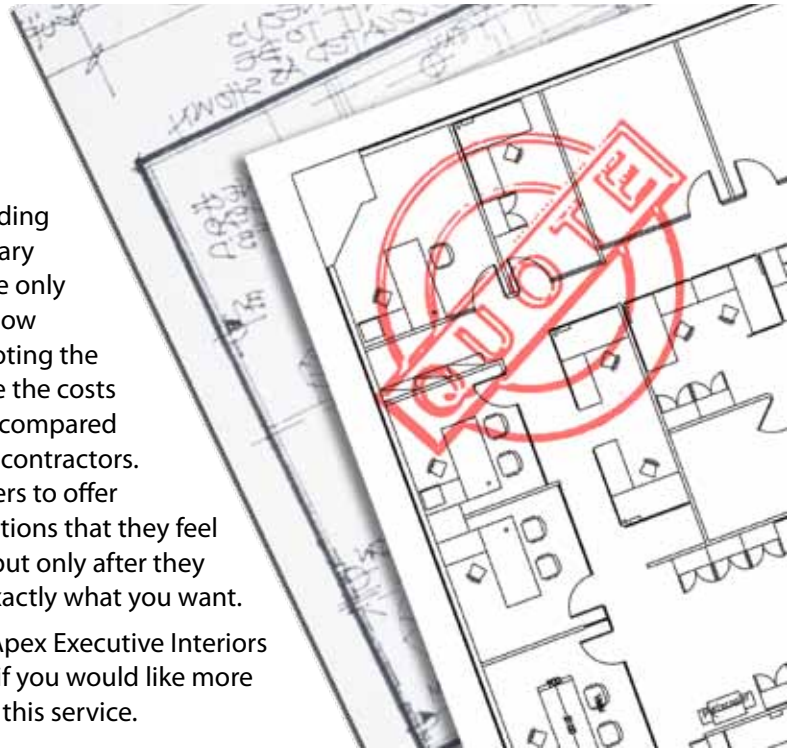
We often receive calls from people who are seeking an office fitout, and really have no idea exactly what they want. There is no shame in this, and really that is why we are here, you know your business and we know ours. The problem really occurs when you learn (normally fairly early in the call) that they have approached 4 or 5 others for a quote but with no clear idea of what they really want and how they want their fitout to flow or look.

It's kind of like watching a car crash that's about to happen.

So what can you do? The answer is simple, you have to engage someone to draft plans and prepare a scope

of works that everyone can quote off, including a tender summary form. This is the only way you can know everyone is quoting the same thing... ie the costs can be directly compared between fitout contractors. It's OK for tenders to offer alternative solutions that they feel have benefits, but only after they have quoted exactly what you want.

Speak to your Apex Executive Interiors representative if you would like more information on this service.



## Where did my business go? (The Australian economy in 2011 / 2012)

How does a failed economy in USA or a debt crisis in Greece or Italy really affect your company and its business outlook? I'm sure that in a lot of cases the affects are very real indeed, more so for multi national and international businesses. But don't you just wish that everybody would stop talking the economy down and get on with business! Every day we hear it in the media and from the Government, telling us how bad it is and how the worst is yet to come?

Well that's one outlook, and I suppose the course of action in that case is sit tight and brave out the recession, cut costs and staff to the bone and hope it all goes away very soon. Here's the thing... hope is not a method.

Or you can get on with life and do what you're supposed to do! Whether you have your own business or have been appointed as the CEO of someone else's business, you got there by taking action, taking educated risks and striving hard with innovation. That's why you have the best products and the best services. That's why you want to continue beating off your competitors and pushing your business to the front of the pack.

It's called commerce, and that's how it's always worked, no one ever gets rich and succeeds by just having another run of the mill product or service hoping a customer will trip over you.

You've worked hard and long hours to build up your business to be the leader in your field, now ask yourself what has changed... nothing?

It's time to keep doing what you have always done to be that leader and do more of it. Business is still out there, we all need to talk it back up and move on, make those decisions, get off the fence or somebody will do it for you. We know you're not the pawn on the corporate chess board but don't settle for just being the King or Queen... be the hand that moves the pieces around.

Think about the image you are portraying to your customers and staff. What does your office say about your company?

Does it say we're ahead of the pack, our business is growing and we're doing well?

Does it say we are the best, and what message does it give to your employees or future employees?

Does your office show that you're forging ahead, despite the economy? Or will you be the one left behind by your competitors?

A modern, well designed office space is vital in these challenging times, it assures consumers that your business is still the best in your field, can be trusted and illustrates a motivated, confident work force.

So what's it to be... which side of the fence are you on? Let's wait and see if things get better, or the let's make it happen team!

### BACK ISSUES

**September 2011**

[Disabled Access Standards for an office fitout](#)

**March 2011**

[What makes the perfect office interior design](#)

**October 2010**

[20 Steps to a Successful Office Fitout - Top range office fit out](#)

**March 2010**

[10 things to ask your fitout company - Mid range office fit out](#)

**Client:** Hyundai Motor Company Australia Pty Ltd

**Location:** Mount Waverley, Victoria

**Time Scale:** 10 weeks

**Area:** Approx 2000m<sup>2</sup>

**Client Profile:**

Hyundai Motor Company is a global company that produces and sells automobiles including sedans, RVs, trucks and buses to the worldwide market.

**Scope of Works:**

Provide a high quality and efficient Southern Regional Office and Training facility setting a standard in presentation that reflects the image of Hyundai Motor Company.

**Works Included:**

- ▲ Concept and preliminary design consultation.
- ▲ Design and Construct contract and statutory compliance and liaison.
- ▲ Project Management of the total fit out to a very tight budget.
- ▲ Internal Building construction including service trades.
- ▲ Furniture supply and installation that maintains Corporate Identity.
- ▲ Tenancy fit out certification.
- ▲ Training Facility to house internal apprentice programs along with dealer and service training programs.
- ▲ Consideration for future growth potential.

**Challenge:**

To complete the project in a restricted time frame without compromising quality whilst delivering a fit out that exceeds the high standards HMCA have for their Regional Offices.

**Solution:**

We streamlined the communications process between HMCA and ourselves so decisions could be made without delay. In conjunction a strict and detailed program was developed, agreed on and adhered to so we could ensure a successful outcome.

*“ I congratulate Apex Executive Interiors on a fantastic delivery of our Southern Regional Office and Training Facility. It has a Senior Management appraisal for being the best regional office in the world. ”*

*Darren May, Hyundai Motor Company Australia  
Facility Manager General Affairs*

