



Finesse Flooring
2/90 Discovery Drive,
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Western Australia

Company Profile

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THE
FLOOR
ABOVE
THE
REST.

HIGH TRAFFIC FLOORING SPECIALISTS

Find out how Australia's leading builders, designers and architects are getting the edge over their competitors with Australia's most unique flooring company. No other flooring company can match our market leading offering. Discover how we FINESSE our clients with the best price, service and design assistance GUARANTEED. Call us today and meet with one of our skilled customer service team.



We've spent the last decade asking our clients what is important to them when considering which flooring company to work with. But we didn't just ask; we listened and reacted with five fantastic points of difference that put us ahead of our competitors and made us the 'standout choice'.

We've introduced Australia's first Exclusive Supply Agreement (ESA) where wholesale clients get guaranteed best pricing and reduced 'fixed-margin' quoting with complete transparency on cost, so they can be confident that they are being rewarded for their exclusivity.

We're taking maintenance to new levels with our REACT and 360 service offering. We're helping builders and designers work with their clients with the release of our MATRIX product finder and FLOOR PLANNER feasibility tools.

No other company is as committed as we are about specialising in commercial high-traffic flooring.



Justin Losinski
Managing Director



FINESSE

About Us



We're Western Australian in heritage with a national target to offer the most value over any other flooring company in Australia.

We've been in business for over a decade and today we're helping some of the biggest brands in Australia; building and transforming spaces using creative flooring products and cutting edge application.

We work with builders, designers, architects and clients to produce amazing results, on time and under budget. Check out our website for our latest portfolio or contact our customer service team to be personally introduced to the benefits of flooring with FINESSE.

www.finesseflooring.com.au

Our Team

Our team have been working in unison for over a decade, creating beautiful designs.



Justin Losinski
Managing Director

Founder and Managing Director Justin Losinski has lived and breathed flooring for over a decade. His commitment to treating his team with respect and his strive for excellence has positively infected the organisation from the top down. Justin built Finesse from the ground up into one of the countries best flooring providers.



Wayne Lattimore
Project Manager

Wayne calls on his wealth of flooring experience in both sales and site supervising to offer a reliable attention to detail for every client, where he puts their needs first before profits. From start to finish, Wayne is responsible for ensuring that all contractors and installers deliver quality work on every job.



Courtney McCallum
Tender Facilitator

Courtney is responsible for preparing the Finesse Tenders and winning new flooring projects. Her background in construction and flooring is a huge asset to the Finesse team and she brings with her an exceptional ability to analyse projects in detail as well as finding strategic ways to provide clients more value.



Salvador C. Teopez Jr.
Estimator

Salvador is the Finesse estimator, responsible for preparing detailed quotes after meeting with clients on-site to evaluate work. Salvador takes clients through their project step by step to ensure the best materials have been selected and are appropriate for the desired use. Salvador is highly particular and spends time understanding every project to avoid costly mistakes later.



Cate Hutchings
Accounts

Cate Hutchings heads up the Finesse accounts department. Her wealth of experience with financial accounts in the construction industry makes her a valuable member of the Finesse team. Cate manages everything from payroll through to accounts receivable and payable. Cate also assists our ESA clients with measuring their savings and margin rates.



Jordan Rukuwai
Operations

From dispatching flooring to the appropriate job site to managing the inbound flow of stock and quantities, Jordan Rukuwai is responsible for managing the operations in the Finesse warehouse. The installation team and Project Manager rely on Jordan's attention to detail to ensure jobs run on time and on budget.



Inex Palit
Administration

Inex is responsible for handling a diverse range of administrative and executive tasks. Inex is highly organized in coordinating and she has strong interpersonal skills which assists with customer service. As a Safety and Health Representative, she actively contributes to the creation of risk assessment, hazard identification and OHS policy.

Featured Projects

We are experienced in delivering high-quality, high-traffic, commercial flooring for big brands.



Four Points Hotel

Builder Name: BUILT

Hotel Renovation

10,000 sqm of flooring

**FOUR
POINTS**
BY SHERATON



Department of Indigenous Affairs

Builder Name: Scope Interiors

Architect: Marshall Kusinski Design Consultants

Refurbishment of commercial space 3,000 sqm



Warwick Cinema

Builder: Construction Site Management

Refurbishment of cinema complex

6,000sqm of flooring

GRAND
cinemas



COMO Treasury

Builder: BUILT

Bedroom & corridor carpet

Vinyl to wet areas



Client Case Study: BUTLER COLLEGE

BUILDER: PERKINS BUILDERS | ARCHITECT: TAYLOR ROBINSON ARCHITECTS

Educational Facility

The Butler College project was a fine example of how key consultants worked together for a perfect result for the client. The end result was a vibrant facility with flooring that makes visitors stand up and take notice.

- Carpet Tiles
- Sports Flooring
- Vinyl Flooring
- Safety Flooring



- Specialised Sports Flooring
- Carpet Tiles
- Broadloom Carpet
- Vinyl Flooring
- Timber Flooring

The striking mix of textures and flooring types is a symbol of ingenuity and creativity for one of the front running educational facilities in Western Australia.

FINESSE is honoured to work on such a remarkable urban project.

- Foyers & administration
- Classrooms
- Sporting facilities
- Stair ways and common areas



A dynamic, well thought out design, that is both functional and practical.

Our Work

Client Case Study: Virgin Lounge PERTH

BUILDER: BUILT

ARCHITECT: TONKIN ZULAIKHA GREER



Finesse recently completed the flooring supply and installation on Virgin Australia's Lounge including the VIP, standard areas, back of house areas (offices & staff amenities).

The project was a great example of how premium flooring can be used to create an extraordinary effect. Virgin spared no expense ensuring that its customers could experience impeccable design aesthetics, superior comfort and practicality.



Finesse worked with architects Tonkin Zulaikha Greer and builder BUILT to deliver a finished product that is highly impressive and within budget. The intricate designs include both carpet tiles and broadloom carpets, special hand made custom carpet, vinyl non-slip in bars/kitchens and epoxy coatings in back-of-house training areas and walkways.



Carpet Tiles
Carpet Broadloom
Vinyl Non-slip Flooring
Epoxy Coatings



FINESSE^{360°}

Our premium pro-active maintenance plan ensures those that understand the value of having immaculately presented flooring have the ability to achieve it in a budget conscious manner. FINESSE takes flooring maintenance to new heights.

Low-traffic retail and office environments

Biannually

2 inspection visits per year plus 5% off maintenance services

\$14.90 /week

Physical inspection by one of our maintenance experts followed by a written report on safety, cleanliness and aesthetics.

ANY REPAIR WILL BE QUOTED AT TIME OF VISIT TO SAVE ON CALL OUT FEES.

High-traffic retail, commercial and sporting environments

Quarterly

4 inspection visits per year plus 10% off maintenance services

\$24.90 /week

This price is based on a maximum inspection size of 8,000sqm and larger spaces may require a custom quote.

ANY REPAIR WILL BE QUOTED AT TIME OF VISIT TO SAVE ON CALL OUT FEES.

Public open space, educational facilities and shopping complexes

Monthly

12 inspection visits per year plus 15% off maintenance services

\$69.00 /week

This price is based on a maximum inspection size of 10,000sqm and larger spaces may require a custom quote.

ANY REPAIR WILL BE QUOTED AT TIME OF VISIT TO SAVE ON CALL OUT FEES.

Physical inspection by one of our maintenance experts and an emailed report on safety, cleanliness and aesthetics are included in all of the above services.

Example 360 inspection report

The example below shows a Finesse 360 inspection report which shows the items that are regularly checked by our inspection team.

Please note: Together with a report such as this would be a detailed description of each issue as well as a formal quote to complete the maintenance work required. For uses that are caused by other trades (i.e. damp flooring due to leaks), a formal recommendation would be made to repair the issue before replacing, cleaning or repairing the flooring.

Ground Level	Damp	Seams	Damage	Wear	Joints	Skirts	Trims
Foyer	✓	✓	REPAIR	✓	✓	✓	✓
Offices	✓	✓	✓	✓	✓	✓	✓
Staff Rooms	✓	✓	✓	✓	✓	✓	✓
Boardrooms	✓	✓	✓	✓	✓	REPAIR	✓
Factory Entry	✓	✓	✓	✓	✓	✓	✓
Cafe Area	CLEAN	✓	✓	✓	✓	✓	✓
Breakout Room	✓	✓	✓	✓	✓	✓	REPAIR
Level 1	Damp	Seams	Damage	Wear	Joints	Skirts	Trims
Offices North	✓	✓	✓	✓	✓	✓	✓
Offices South	✓	✓	✓	✓	✓	✓	✓
Offices West	✓	✓	✓	✓	✓	✓	✓
Offices East	✓	✓	✓	✓	✓	✓	✓
Toilets	✓	✓	✓	✓	REPAIR	✓	✓
Kitchen	REPLACE	✓	✓	✓	✓	✓	✓
Boardroom	✓	✓	✓	✓	✓	✓	✓
Level 2	Damp	Seams	Damage	Wear	Joints	Skirts	Trims
Lounge	✓	✓	CLEAN	✓	✓	✓	✓
Boardroom	✓	✓	✓	✓	✓	✓	✓
Kitchen	✓	✓	✓	✓	✓	✓	✓
Toilets	✓	✓	✓	✓	✓	REPAIR	✓

Maintenance Services we can quote on and supply at the clients discretion include: Repair /Patch, Replacement, Temporary flooring, Rectify Trip hazards, Seam/joint rectification, Trim /Threshold replacements, Expansion joint / construction joint treatment, Inspection and guidance on product selection or solutions, Cleaning regimes, Entry mat options for dirt and traffic minimization.

FINESSE ~~REACT~~

High traffic facility owners have a duty of care to patrons to ensure flooring is maintained to a functional, safe and healthy standard. At FINESSE, we understand this and have tailored a reactive solution that offers facility owners fast response times to critical repairs and affordable maintenance options to extend the life of flooring.

Our Maintenance Services



Repair / Patch

From time to time carpet gets damaged from wear and tear as well as other breakages such as leaks and/or other trade damage. In these instances, our team will respond quickly to repair/patch areas that are able to be fixed or completely replace areas that are not.

Our rate for this service is from \$100.00/hour



Replacement

Sometimes parts of your flooring design can become outdated or due to damage/wear you may decide to replace some areas over time. Our consultants are available to assist with these kinds of decisions.

Our rate for this service is from \$100.00/hour



Temporary Flooring

In cases of emergency, we are able to fit temporary carpet. This service is also used for those waiting on specialised or custom carpet with long ordering/manufacturing times. Some clients know that they will only be using a certain area for a short-term application therefore will not invest in quality carpets.

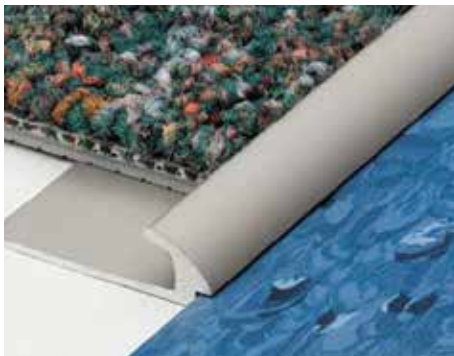
Our rate for this service is from \$100.00/hour



Seam/Joint Rectification

It is not uncommon for wear and tear to cause lifting of seams and joints, especially in high traffic areas such as hallways and doorways. Our expert team can quickly fix these issues without delays and ensure safety in your workplace.

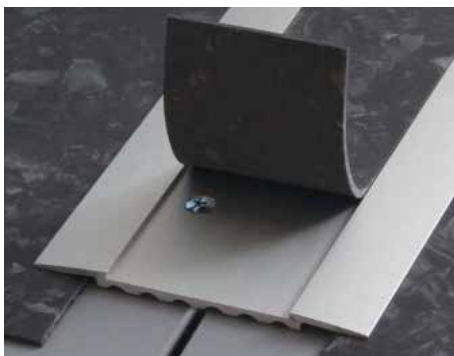
Our rate for this service is from \$100.00/hour



Trim/Threshold Replacement

These are areas where two or even three floor types join together. Here we need to ensure it is a smooth transition between styles of flooring and that gradients are not dangerous to foot traffic. These items need constant monitoring to ensure no issues occur.

Our rate for this service is from \$100.00/hour



Expansion Joint Treatment

As buildings move, flooring sometimes needs to move with it. We have a highly trained team of experts who know how to keep your flooring looking its best over time.

Our rate for this service is from \$100.00/hour

FINESSE *ESA*

Finesse Flooring offers the flooring industry's first Exclusive Supply Agreement (ESA), offering transparent fixed-margin pricing on a sliding volume scale to create greater profits for construction partners that use us most.

Here's how it works:

Builders express their interest in an exclusive relationship with FINESSE. We then sign an agreement that outlines a fixed margin on costs so that the builder knows exactly how much money we make on every job. We do this in return for exclusivity over every job the builder undertakes that involves products which we are able to supply i.e. everything to do with flooring. The labour rates we charge in an ESA relationship are typically 20% less than our normal rates, which is very attractive to builders.

Why it's a great relationship:

- Builders don't need to source multiple quotes for every job they tender on.
- Builders know that they are getting the best possible price.
- The savings are comparative to the builder owning their own flooring company but without the headache of ownership and management.
- It works similar to a partnership where the builder benefits by promoting our involvement.
- Builders can afford to lower the floor component of a tender to win work because they have additional margin in this area.

Example quote showing fixed ESA margin

As you can see below, when you are an ESA customer our margin is listed as a separate line item and we offer a fixed ratio so you know we are always on your side. This is showing the totals only for simplicity reasons.

NB: Profit margins can range from client to client depending on the volume and value of work that is engaged. Speak to your FINESSE representative to discuss your estimated yearly volume of work and we can quote you a margin rate based on your expected volumes. Please note that ESA agreements are exclusive and 'reduced fixed margins' are offered in return for 100% of your flooring work.

Project Materials & Labour

Price

Carpet + Vinyl Supply + Install

\$343,005.00

Moisture Barrier Vinyl + Carpet

\$92,300.00

Carpet Plastic Protection

\$8,405.00

Vinyl - MDF Protection

\$15,535.00

SUB TOTAL:

\$459,245.00

Fixed ESA Project Profit Margin

Price

Fixed profit margin of 15%

\$68,886.75

TOTAL:

\$528,131.75

Terms and Conditions

ESA agreements are entered into in conjunction with the acceptance of our full trade terms and conditions together with the execution of our Exclusive Supply Agreement document and associated terms.

Exclusive Supply Agreement

Application Form

Please sign & date the ESA request form and a member of our management team will prepare a letter of offer which will outline our fixed margin. Then on your approval, our legal department will prepare final documents for execution.

FINESSE *ESA*

ESA APPLICATION FORM

If you are happy to submit an ESA APPLICATION then please sign & date below & return.

ESTIMATED ANNUAL WORK FORECAST

ANSWERS

• On average, how many projects do you work on each year that require flooring?

• What is the estimated total value of flooring work that you would contract yearly?

• How long has your company been established?

• What is the geographic location of these projects? (Write national if mixed)

.....
Company Name

.....
Print Name / Job Title

.....
Signature

.....
Date

Contact Details

PHONE:

CONTACT PERSON:

EMAIL:

ABN:

POSTAL ADDRESS:

Carpet tiles create high impact effects to allow designers to get creative with their styling.



Residential developers, hotels and lifestyle facilities choose broadloom carpet to add warmth and a domestic vibe to projects.

From sporting courts to luxury, high-traffic retail flooring; we've got you covered.



Australian-made timber flooring, modern vinyl planks and custom carpets allow Finesse to deliver on even the most demanding jobs.

WARRANTY

- 1. Subject to the conditions of warranty, the Contractor warrants that if any defect in any workmanship of the Contractor becomes apparent and is reported to the Contractor within One (1) year of the date of completion (time being of the essence) then the Contractor will either (at the Contractor's sole discretion) replace or remedy the workmanship.**
- 2. The conditions applicable to the warranty given by clause 1.1 are:**

The warranty shall not cover any defect or damage which may be caused or partly caused by or arise through:

- Failure on the part of the Client to properly maintain any goods or
- Failure on the part of the Client to follow any instructions or guidelines provided by the Contractor or
- Any use of any goods otherwise than for any application specified on a quote or order form or
- The continued use of any goods after any defect becomes apparent or would have become apparent to a reasonably prudent operator or user or
- Fair wear and tear, any accident or act of God

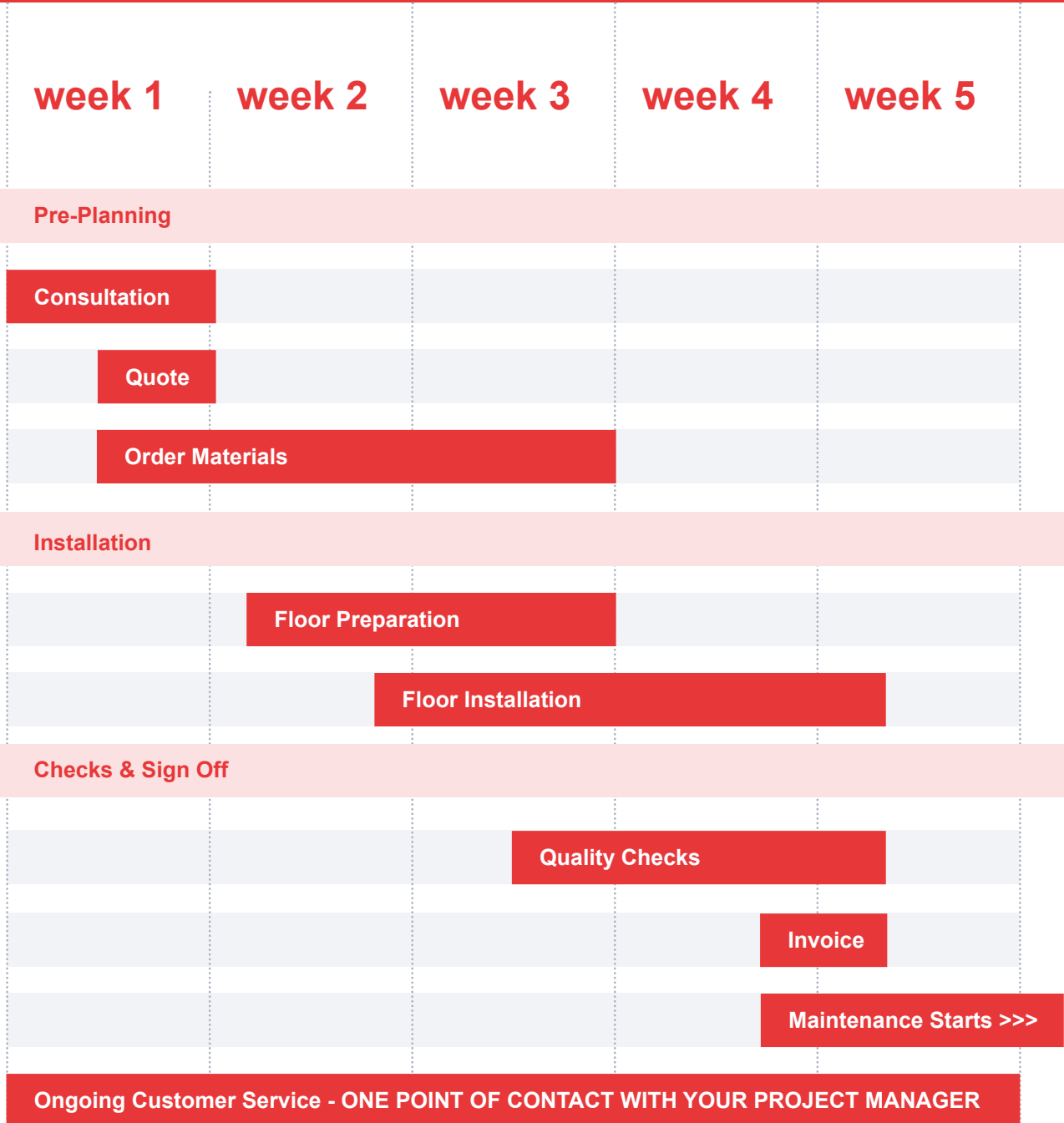
The warranty shall cease and the Contractor shall thereafter in no circumstances be liable under terms of the warranty if the workmanship is repaired, altered or overhauled without the Contractor's consent.

In respect of all claims, the Contractor shall not be liable to compensate the Client for any delay in either replacing or remedying the workmanship or in properly assessing the Client's claim.

- 3. For goods not manufactured by the Contractor, the warranty shall be the current warranty provided by the manufacturer of the goods. The Contractor shall not be bound by nor be responsible for any term, condition or warranty other than that which is given by the manufacturer of the goods.**

Example Project Timeline

Our attention to detail is one of our selling points. The example below shows an install schedule which conveys our commitment to be on time, every time.



TIME FRAMES NOTES:

Every job is different. The above is designed to give you an understanding of our process

FINESSE *MATRIX*

Matrix was designed by designers, for designers. It helps architects and those that specify materials communicate their needs and aesthetics during client communications. It is also engineered to help clients, without a design team, to come to a decision on flooring types.

Matrix Visual Product Selector

Timber



Vinyl



Carpet



Rubber



Matrix Usage Product Selector

Use this grid to find the suitable product options for your specific application.

Flooring Types	Timber			Vinyl			Carpet			Rubber		
	L	M	H	L	M	H	L	M	H	L	M	H
Airports					✓	✓		✓	✓			
Art Galleries		✓	✓		✓	✓		✓	✓			
Art Rooms				✓	✓							
Auditoriums								✓	✓			
Bars / Nightclubs		✓	✓		✓	✓		✓	✓			
Bathrooms				✓	✓	✓						
Bedrooms		✓	✓				✓	✓	✓			
Boardrooms		✓	✓		✓	✓		✓	✓			
Boats			✓			✓			✓		✓	✓
Breakout Rooms	✓			✓	✓		✓	✓				
Cinemas								✓	✓			
Classrooms				✓	✓			✓				
Common Areas		✓	✓	✓	✓	✓	✓	✓				
Convention Centres								✓	✓			
Foyers / Lobbies		✓	✓		✓	✓		✓	✓			
Gymnasiums			✓			✓			✓	✓	✓	✓
Hospital / Medical						✓						
Kitchens						✓						
Lifts		✓	✓		✓	✓		✓	✓			
Living / Lounges	✓	✓	✓		✓	✓		✓	✓			
Marine Areas						✓					✓	✓
Offices								✓	✓			
Outdoor Areas		✓	✓		✓	✓					✓	✓
Play Areas						✓		✓	✓	✓	✓	✓
Retail		✓	✓		✓	✓		✓	✓			
Scientific Laboratories						✓					✓	✓
Shopping centres					✓	✓		✓	✓			
Sporting Courts						✓					✓	✓
Storage				✓			✓			✓		
Supermarket Floors					✓	✓						
Tea Rooms				✓			✓					
Theatres								✓	✓			
Wet Areas						✓			✓		✓	✓

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