



## DOUBLE CELEBRATIONS AT PURE

**27 June 2012** – PURE Superyacht Refit, the leading specialist refit management company based in Palma de Mallorca, Spain, has two reasons to celebrate this month. The company has not only achieved the coveted Lloyd's Registered Group ISO 9001:2008 certification following a rigorous assessment, but has also launched its new website [www.pureyacht.com](http://www.pureyacht.com).

The ISO 9001 certification brings many benefits to PURE, which has become renowned for its specialist refit service based at the STP (Servicios Técnicos Portuarios) in the heart of Palma. PURE can now be considered a preferred contractor for superyacht refit work since the company has demonstrated the full extent of its technical capabilities and exacting standards, and has comfortably satisfied all the strict assessment criteria of the awarding body. It is hoped that the certification will lead to competitive advantage and improved customer satisfaction.

The company's newly designed website incorporates the company's refreshed brand identity and acts as an up-to-date showcase of its super yacht refit capabilities. It features a portfolio of selected projects, including details of a significant refit and refurbishment of the 43m CMN yacht Paramour, completed in June. The site also showcases the extensive facilities that PURE is able to offer at STP, its range of services, an up-to-date news section, client testimonials as well as a corporate video.

Nic Clarke, Managing Director of PURE Superyacht Refit, said of the ISO 9001 certification: "We are thrilled to have achieved this as it is an important milestone that will make a significant difference to our business. One of the major strengths of ISO 9001 is that it focuses on processes, procedures for project tracking and customer satisfaction, and we work very hard to ensure that these factors are at the very heart of what we do."

He continued: "Going live with our new website means that we are now able to fully showcase the great work that the PURE team does here in Palma, which is emerging as the hub for superyacht refits in the Mediterranean."

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### Editors Notes



### **About PURE Superyacht Refit**

PURE Superyacht Refit was founded by Nic Clarke in response to the increasing demand for professional specialist refit management services. Given today's technology and performance requirements, PURE provides the support and answer to the more discerning owners, captains and management companies.

With expert knowledge of the world's shipyards and marine industry, PURE can accommodate all aspects of your refit through meticulous attention to detail and constant supervision. PURE's team consists of professionals who have had actual experience within the yacht industry.

PURE Superyacht Refit is able to offer some of the most up-to-date and advanced services for a boatyard in the region. On-site facilities include berthing for yachts up to 90m, hauling up to 700 tonnes, 70,000sqm of hard standing, round the clock security with CCTV and a fuel dock. Its close proximity to amenities such as restaurants, cafes, hotels, apartments, shopping and nightlife make it an ideal location for visiting captains and crew while a refit project is underway. Palma Mallorca international airport is also just 10 minutes away.

### **About Nic Clarke**

PURE's team is headed by former professional skipper and project manager Nic Clarke, who himself brings decades of experience of the marine industry. Nic is a veteran of over 20 years at the pinnacle of yacht racing including America's Cups, Admiral's Cups, ocean races and a former world champion. Nic is also a qualified engineer.

### **For more information**

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