



# Tailored solutions

**F**ounded by owner and project manager Nic Clarke in response to the increasing demand for high quality specialist refit management services in 2008, Palma de Mallorca based Pure Superyacht Refit today provides hands-on support and innovative, tailor-made solutions.

Recognised as a leading provider of superyacht services, the company offers commitment and integrity to its customers while setting the highest possible standards to deliver a superior service both on time and on budget.

Operating as the point of contact for clients, Pure is responsible and accountable for the tens of millions of euros in shipbuilder's repairers and liability insurance it carries. Furthermore, it manages both subcontractors and the projects to fully remove any worries and concerns that customers may have. Tailored projects include initial planning, contractor tendering, processing selection and working to all class survey compliance and approvals. With a multilingual team of expert professionals, Pure prides itself on quality and reliability, thus ensuring an invaluable, accurate, clear and comprehensive service.

Previously featured in *Shipping and Marine* magazine in February 2013, Pure has continued developing its plans for expansion, as Nic discusses: "We aim to expand through opening an office in mainland Europe around March time 2014; this is due to us outgrowing our shipyard here in Palma and requiring greater lifting capacity as our growing client lists' vessels continue to increase in length. We have a lot of vessels that come to us and

we do all the work possible in Palma before we relinquish the relationship with the client as it goes to facilities more suitable for lifting larger yachts. We have had requests to continue our relationship in this area and have been looking into locations, which is an exciting development."

Also included in the company's expansion plans is the broadening of its services in the superyacht sector with the addition of another proactive, hands-on project manager and a technical assistant to support and assist the project manager's administration and project logging duties. "The addition of an assistant is essential to the successful running of Pure," explains Nic. "It will free up the office manager to concentrate on the growing requests and responsibilities that our clients are trusting us with, such as shipping, receiving, accommodations and concierge and general administration duties. Furthermore, having a technical assistant will allow me time to get out and visit potential clients and keep a better overall view of all the projects.

"On top of this, we are implementing new software packages for CRM, database management and accounting that is being designed and written for us, so having an office manager take control of this will be hugely advantageous," says Nic.

Proud of the close working relationships Pure develops with clients, Nic is keen for the company to continue delivering a hands-on approach to projects: "We aren't the sort of project management company to sit in the office and manage from there; I think there is a lot of value in being on the scaffolding of the



vessels and being on board with contractors. This is how we anticipate potential issues and maintain the highest standards. If non-conformities arise we can identify them quickly and provide a fast response which saves our clients time and money.”

Another way Pure offers a comprehensive and efficient service is through being authorised to provide in-house temporary importation (TPA) tax exemption benefit to its customers. This service enables Pure to offer yacht refits in a simple and coordinated manner, thus allowing clients an easier understanding of the project’s financial position in relation to the refit progress and deliver significant savings on the overall cost. “My accountant,

prior to joining Pure, has spent 13 years with the local tax office as an advisor for companies on their tax issues. She is one of the premier accountants on the island, which is why we are very lucky to have her. We are able to offer services that we feel no other company offers and we go above and beyond for our clients through being protective of their finances and tax situation and also having a great relationship with the customs agency here,” highlights Nic.

He continues: “If an owner brings in a vessel under the tax free regime it saves them 21 per cent IVA Charges. Of course there is an administration charge for the responsibility we take and the extra work in relation, but this is negligible compared to the amount they save overall.”

Wholly independent, the project management firm operates as the middle person between the contractor and the client during accounting contracts; separating the vessel from any potentially negative relationship with the client is a major benefit to customers as Nic highlights: “There can be big problems if a contractor does the accounts for a client’s vessels works and there is a dispute over acceptance and payments as this could result in the contractor refusing to close customs compliances and not allowing the vessel to leave. However, because we are an independent company, our customers don’t have to worry about issues like this.”

Shortlisted as a finalist for the World Superyacht Awards, the ISS Superyacht Awards and The Yacht and Aviation Awards for its

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refitting of the 43 metre multi-million euro luxury yacht, Paramour, in early 2013, the innovative ISO 9001 Lloyds registered company has developed a world-renowned reputation for its ability to provide meticulously tailored packages to the superyacht market. With turnover increasing 20-25 per cent each year, Pure is not only enjoying long-term relationships with returning customers, but is also generating interest from new clients with larger, more sophisticated vessels.

“We have been very lucky and have managed to attract new clients every refit period; we have two new customers on our books

right now and also get a lot of repeat custom. In our five and a half years of business we have only had one client/vessel not return to us and Palma, that was because the yacht was sold to a businessman who based the yacht in the US and doesn't travel to Europe. We understand the needs of our long-standing clients but vessels increasing from an average of 50-52 metres up to 65-75 metres bring new challenges and more sophisticated systems that require a higher skill level from our contractors. This means reinvesting in training, tooling and being more proactive which our contractors are doing, for more interesting and challenging projects, which is great,” says Nic. “Following the huge Paramour project we were selected as finalists for three different awards for being one of the top five best refits of 2012. More people are now realising what we can accomplish in Palma and what we can do for them at Pure, as well as the attractive financial benefits over a closed shipyard, the tax exemptions, the customer service we offer our clients, I think the future is going to be quite interesting for us as we look to bigger and better things in 2014.” ●

## Pure Superyacht Refit [www.pureyacht.com](http://www.pureyacht.com)

- Leading project manager for superyacht refits
- Shortlisted for prestigious awards
- Looking to expand into mainland Europe



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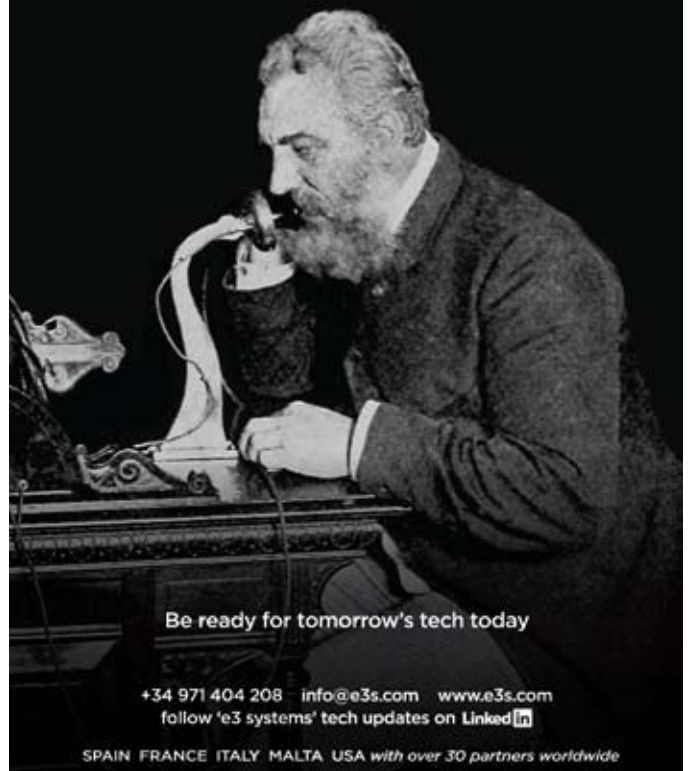


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