

Virtual shipyard



Pure Superyacht Refit has had an excellent start to 2013, after being short-listed as a finalist for the International Yacht & Aviation Awards and the World Superyacht Awards for its refitting of the 43 metre luxury yacht, *Paramour*. Proud

of the meticulous work done on the boat, founder and project manager Nic Clarke says: "I got a one line brief from the owner, who said: 'I want to be on the sundeck on Sydney harbour, New Year's Eve, having a party with all my mates.'

"That is what I had to interpret and design the modifications of the sundeck to. We transformed the yacht's sundeck into a full entertaining area; we built in an eight person Jacuzzi surrounded

by large built in sun loungers, we constructed two granite top bar units (one of which has a fitted BBQ shipped from Australia) surrounded by fixed rotating bar stools and created a dining area seating for ten. We regenerated the whole area to give a full entertainment package for our client, which is unusual for a boat of this size."

In conjunction with the meticulous work being carried out on the sundeck, the Palma de Mallorca based firm had another issue to target and resolve. The existing aft of the vessel was a narrow swim platform that was essentially a shelf. This shelf would cause splashing and loud slapping noises with vibrations reverberating throughout the vessel. This wasn't a pleasant experience especially

moored in a busy anchorage. "To resolve this we carried out various studies and provided three different options," said Nic. "The owner decided on what turned out to be the best of the three. By extending the hull plating and propeller tunnels 1.2 metres, then extending the above water level swim platform shelf by another 1.2 metres and then closing off the shelf with hull plating angled at 37 °, we formed an enclosed area that resulted in stopping any wash, wake or waves riding underneath, allowing the vessel to ride up and down on any waves, slipping easily and quietly into the water providing a perfect solution to the previous complaints.

"Additionally by extending the swim platform level, this transformed the area



from an unusable narrow shelf to a large, wide, teak decked platform allowing for sun loungers, easier access to the tenders, jet skis and water toys and generally a nice place to socialise and be at water level with family and friends and not up on the main deck level two metres above.

"The modifications we put in would more likely be found on a yacht of 50m plus, so the result we created from the clients brief is something we are proud of," enthuses Nic, a former professional skipper, America's Cup sailor and twice world champion with decades of experience in the marine industry. It is his keen eye for detail and performance driven style that has made Nic and Pure Superyacht Refit a favourite with managers, captains and owners. "In our four and a half years in the business we have only had one client/vessel not return to us and that was because the yacht was sold to a US businessman who based the yacht in Florida and who does not travel with it to Europe. Other clients have been back six times in four years, which is a great testament to the services we are providing," says Nic.

As a wholly independent refit management company, Pure Superyacht Refit's prices are based on the specific job in hand, and it is keen to retain its simplicity and transparency to clients, as Nic explains: "There are no hidden prices, because subcontractors aren't a shipyard, they are not pricing to get

the yacht in but are pricing realistically for their own individual jobs while a shipyard is more likely to submit lower prices in order to get the yacht into the yard, then once committed clients are faced with possible additional charges. A client is going to come to us not for one contractor, but for a selection of contractors across each different trade, with different skill levels and priced according to that level of requirement. Working like this means we can be more precise in our quotations and our pricing with no surprises at the conclusion. This enables us to be more adaptable and tailor-make a solution to our clients' specific needs, allowing for a total freedom of choice."

Providing a meticulously tailored package from the initial design through to the end result is how the fully ISO 9001 Lloyds registered business became world-renowned in the superyacht market. "We are four-and-a-half years old and our turnover has increased by 30 per cent – 35 per cent each year; we believe that is down to the way we approach and manage projects. Gaining a reputation through word of mouth is very important to us from the captains and crew that come here, and it isn't just us as a company, we have great facilities here in Palma de Mallorca, so once people have been here they want to come back," Nic highlights. The company is keen to retain long-lasting relationships with clients, even arranging

flights for captains/clients to visit, and it is this dedication to providing an unsurpassed solution to customers that has led to its major recognition on a global scale.

Multi-million euro luxury yacht Paramour, with her superior entertainment areas and large Jacuzzi, is one of the jewels in the company's crown, reaffirming its position in the industry. During the six-month project the Pure Superyacht Refit team carried out primary works such as naval architecture and the installation of a new sundeck layout with pristine detail, making the yacht one of the most desirable in her class. "We are competing with private shipyards so for us to get a project of this magnitude completed successfully and to be accepted in the industry is outstanding. There are a lot of refits done in the world on an annual basis, so our nomination as a finalist in each award is testament to what we can do in Palma de Mallorca with a subcontractor based workforce," Nic says. Keen to remove any worries potential clients may have about subcontractors, he adds: "I think people have this concern about working directly with sub-contractors and how they are managed, but we manage both the sub-contractor and the project. We push for the highest standards of delivery because we thrive on good results and long-lasting working relationships."

Aware that many potential clients don't like dealing with a lot of companies at once, and who in fact has the accountability, Pure Superyacht Refit has come up with a solution by becoming, in effect, a 'virtual shipyard'.

"We are the one point of contact for our clients and also that point of responsibility and accountability. We carry tens of millions of euros in shipbuilders repairers liability insurance and we manage both sub-contractors and the projects, taking away the worries and concerns of our clients. In fact when a vessel and project arrives at Pure a lot of our captains, chief engineers and other staff take the opportunity for some well earned vacation time away from the yacht in the full knowledge that the project will progress in their absence without problems."



Its tailored projects include offerings such as the initial planning, contractor tendering, process and selection and class survey compliance and approval. The multilingual company offers a new approach to superyacht management by priding itself on integrity, commitment and clarity, thus ensuring an accurate and complete service. This has allowed

but we have been very fortunate with our growth over the past four-and-a-half years," says Nic.

Looking ahead, the business has a positive outlook for 2013, with two potential awards in the pipeline, the return of two long-standing clients pre summer season while completing the currently winter refits taking place &

the business to continue growing despite the economic climate. "There is always a challenge, with clients looking at four, five or six different facilities and taking longer to make a decision, and owners deferring work for 12 months,

with bookings already reserved for next winter. On top of that, Pure Superyacht Refit is looking to expand explains Nic. "Yachts are growing in size so we are looking at other facilities to work with us, to handle our larger clients/vessels. With the build market, we have clients that have worked with us previously and are in planning for potential new builds or to move up in size and are interested in us representing them in these projects. With recent major successes, a positive US stock market and clients confirmed for 2013, Pure Superyacht Refit looks set to flourish." ♦

Pure Superyacht Refit

www.pureyacht.com

- Offers an independent specialist refit service
- Finalist for two of the industry's most prestigious awards
- Refitted luxury yacht Paramour with superior entertainment areas