

Holcim (Australia) Weekly Brand Awareness Report**Month of June 2024 - Week 3 State of Service: NSW****The Arc Agency Representative: Adam Greco****Products Presented: Geostone**

Company: Prue Laney Design

Contact: Prue Laney

Title: Director / Interior Designer

Address: 15 Kitchener Street
Oatley, NSW 2223

Phone: (02) 9570 9588

Mobile:

Email: xxxx@pruelaney.com

Projects the Firm works on:

Commercial, Residential, Education

Current Projects Discussed:

Residential - Mid to High Budget - New Build - Concept/Design Stage - Oatley
Residential - Mid to High Budget - New Build - Concept/Design Stage - Oatley
Residential - Mid Budget - Alteration / Renovation / Upgrade - Various Stages Sydney

Specifier Needs:

- Prue is interested in Holcim - Geostone for her current and upcoming single-residential projects across New South Wales.
- Prue noted the range of exposed aggregate lay-in concrete is attractive and would be an interesting material to utilise in her designs. She would be eager to learn details on how the material is applied on-site and lead times.
- Prue would like informational material on the Geostone range, including a catalogue, technical data sheets application methods, lead times and a pricing guide.
- With reference to her current projects, she is quoted saying, "This is exactly what I need."

General Information:

Today, I met with Prue Laney, who runs her own design and architecture firm in the NSW area. Prue's scope of work includes single-residential new-builds and renovations across the Greater Sydney area (namely in the Neutral Bay, Darlington and St George regions).

Presently, in addition to a group of residential renovations in various stages of development, she noted two separate new builds in Oatley, both in the early concept phase. While she mentioned that budgets for her renovation/extension projects are relatively limited, her two new builds are particularly budget-friendly.

Client Action Required:

PDF information & indicative pricing

Stratco Weekly Brand Awareness Report
Month of June 2024 - Week 3 State of Service: NSW
The Arc Agency Representative: Adam Greco
Products Presented: Ninline

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Contact: Prue Laney
Title: Director / Interior Designer
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Oatley, NSW 2223
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Mobile:
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Specifier Needs:

- Prue is interested in Stratco - Ninline for her current and upcoming single-residential projects across New South Wales.
- Prue is thrilled to include another facade option in her portfolio, particularly because of the distinctive aesthetic appeal of the deepened rib heights on a corrugated material.
- She is eager to review the pricing and lead times to confirm its suitability for her future developments.
- Prue would like informational material on the Ninline range, including a catalogue, technical data sheets, lead times and a pricing guide.

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