



**WELCOME TO DURACUBE**

# WHO ARE WE?



**The DuraCube story began in 1987 when builder Mark Simpson set up shop in west Sydney, creating custom residential kitchens and bathrooms. Over the years, Mark's sons joined the business, which grew steadily as word of mouth attracted larger commercial projects. Driven by a deep understanding of the design and challenges of wet areas, the family shifted focus in 2012, and DuraCube evolved.**

**Currently we have 45+ employees across 4 states**

# OUR VISION

This is the core reason we exist beyond making money.

"Eliminating complexity through quality, durable systems so commercial builders and specifiers build better, faster"

**ELIMINATE COMPLEXITY**

**Simplify. Make it easy.**

**QUALITY &  
DURABILITY**

**Built to last. Built right.**

**BUILD BETTER FASTER**

**Customer outcome-focused.**

# WHERE WE ARE LOCATED



# OUR VALUES

## THINK AHEAD

We're strategic in everything we do. Our team members don't just react to today's challenges—they plan their days, weeks, and months with the company's long-term success in mind. We're constantly looking for opportunities to grow profitably, driving initiatives that strengthen our EBITA and position us for sustainable growth. When you think ahead, you help shape our future.

## NICK SERAFIN MARKETING MANAGER

“Working at DuraCube is an engaging and fast-paced experience. The team is incredibly collaborative, and leadership consistently provides strong support, creating an environment where there is a strong focus on individual and company growth. It's a place where you're encouraged to learn and take ownership of your work.”

# OUR VALUES

## TEAM PLAYER

We grow by lifting each other up. Our people actively seek feedback, use emotional intelligence to connect across the organisation, and channel that collaboration into overcoming challenges and driving improvement. We're hungry—not just for individual success, but for the growth of our entire company and the collective capability of our teams.

## ALANA JACKSON SPECIFICATION MANAGER

“DuraCube is a business built on teamwork and a growth mindset, where everyone is encouraged to share ideas and consistently look for better ways to do things. Management respects the importance of work-life balance, which results in a high performing team at work.”

# OUR VALUES

## CONSISTENTLY LOOK FOR A BETTER WAY/WORK HARD TO WORK SMARTER

Innovation isn't a buzzword here—it's how we operate. We believe in thoughtful improvement: bringing forward ideas, consulting with stakeholders, and considering the real impact on customers, teams, and our bottom line. We don't just work hard; we work smart, constantly refining our processes and rallying our teams around initiatives that drive meaningful results.

### ANGEL SAPKOTA FINANCE

"There have been some great changes this past year - implementing new AI tools, improving our processes, and constantly learning new skills. The challenges we face are the good kind - the ones that help you grow. DuraCube isn't afraid to innovate and that makes it an exciting place to be."

# OUR VALUES

## DO WHAT YOU SAY AND SAY WHAT YOU DO

Integrity is non-negotiable. We communicate proactively, show up on time, and deliver on our commitments. Our team members are loyal to leadership and colleagues alike, demonstrating through actions—not just words—that they can be counted on. Trust is the foundation of everything we build together.

## DAMIAN TORRIE SALES EXECUTIVE

“DuraCube is a very family friendly company and understands that when urgent matters come up we can be there.”

# OUR VALUES

## LISTEN, GET IT DONE RIGHT, RIGHT NOW

Excellence meets urgency. We take the time to truly understand what our internal teams and customers need, applying emotional intelligence to get to the heart of every request. Then we execute with precision and speed, delivering quality work the first time, without delays or need for rework. When something needs doing, it gets done right.

## SENTHIL RAJAN PRE - PRODUCTION

"What I value most is that when we put ideas forward, they actually get implemented. You can feel that management is listening, and that makes you want to contribute more."

# OUR VALUES

## NEVER WALK PAST PROBLEMS; HELP WITH SOLUTIONS

We don't look the other way. Our team members actively support colleagues and customers in overcoming obstacles, stepping in to resolve issues even outside their direct responsibilities. We take ownership, implement solutions independently when needed, and create a culture where problems are opportunities to make things better for everyone.

### MICHAEL LOGAN TEAM LEADER

“What we do at DuraCube is essential. Working for DuraCube is a high-reward experience. Not only for our contribution to local and rural communities but for the pleasure of working amongst a high-performing team.”

# GROWTH BY SHARING

## WHAT IS GBS?

GBS stands for Growth By Sharing - it's DuraCube's profit-sharing scheme that lets you share directly in the company's success.

Here's how it works: each week we forecast our numbers and have a transparent look at revenue, COGS, gross profit, expenses, and EBITA. Based on that EBITA performance, we're placed at a "bonus altitude" which determines what percentage of your salary you'll earn as a bonus that quarter.

# GROWTH BY SHARING

## WHY WE DO IT?

**We believe that when the company succeeds, everyone who contributed to that success should benefit directly. GBS creates transparency - you're not guessing how we're doing or wondering if you'll get a bonus. You see the numbers every week and understand exactly what drives them.**

**Why our team love it: It also means we're all invested in the same outcome. When you help improve processes, control costs, or drive revenue, you're directly contributing to everyone's bonus altitude - including your own. It's about growing together as a company and sharing that success fairly across the team.**

# RECOGNISING CHAMPION OF THE MONTH

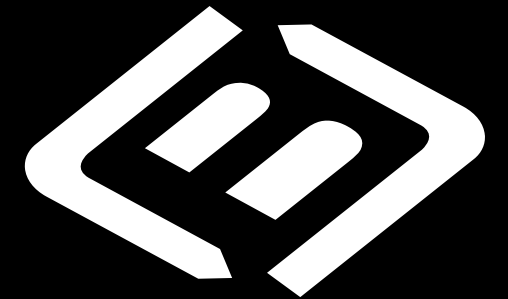
Every month the team get together and place a vote to select 3 champions of the month.

We vote based off our values.

Reward off a wheel spin, prizes from a bottle of wine to a day off to a weekend away.



# WHO WE WORK WITH



K20  
ARCHITECTURE

# WHAT OUR CUSTOMERS SAY ?

**“Easy to deal with and quality work.”  
- Fleetwood**

**“Good value, quick install, and decent  
quality.”  
- Hines Constructions**

**“Great team to deal with, really reliable,  
on time and kept the communication  
clear and open.”  
- Acron Building Services**

**“From Tender through to Project Completion, the  
DuraCube team are very professional & easy to  
work with. They always have a solution when an  
issue arises.”  
- Odyssey Construction & Fitout**

# OUR PROCESS

**1. DEEP UNDERSTANDING**  
Your experienced consultant takes the time to assess your design and compliance requirements and talks you through potential enhancements.

**2. DETAILED PROPOSAL**  
We provide a detailed proposal that documents all project specifications, materials, layouts, colours and features, as well as a quote and delivery time.

**3. SITE MEASUREMENTS**  
If we are installing, we visit your site to take final measurements. If supplying only, we submit marked-up architectural plans with precise measurements for your builders.

**4. SHOP DRAWINGS**  
Our in-house designers prepare comprehensive digital shop drawings based on final measurements for modifications and sign-off.

**5. QUALITY MANUFACTURING**  
Working in our state-of-the-art manufacturing facility in Sydney, our team drills, cuts, and packs all components while conducting a comprehensive end-to-end quality check.

**6. DELIVERY AND INSTALLATION**  
Our skilled installers commence work and make any necessary adjustments. For supply only, we deliver pre-prepared components to align with your projects



# PROJECTS WE'VE WORKED ON - COMMERCIAL SECTOR

Melbourne Walk – IHG Hotels, Melbourne CBD

- Melbourne Walk is the first major Bourke Street Mall development in over 50 years. Set on a 3,600sqm CBD site, the project integrates restored heritage facades — including Diamond House, Public Benefit Bootery, Allans Building, and York Building — with contemporary design. A reimaged skylit arcade connects hotel and retail spaces, celebrating Melbourne's laneway culture while revitalising one of the city's most iconic shopping precincts.



# PROJECTS WE'VE WORKED ON - INDUSTRIAL SECTOR

**55 Barracks Road, Wacol (QLD)**

- **Industrial architecture is evolving beyond purely functional design to embrace sustainability. A strong example is the 24,000sqm dual-tenancy warehouse at 55 Barracks Road, delivered by Watson Young and Douglas Construction for ISPT and Aliro. Targeting a 5-Star Green Star Design & As-Built rating, the project has achieved a 35% reduction in upfront embodied carbon, demonstrating that large-scale industrial facilities can successfully balance commercial performance with strong environmental outcomes.**



# PROJECTS WE'VE WORKED ON - EDUCATIONAL SECTOR

## Palmview Schools

- **Palmview Learning Community, Sunshine Coast (QLD). Delivered in 2021 under the Queensland Government's Building Future Schools Program, Palmview State Primary and Special Schools were developed as part of the Palmview Learning Community. Built by FKG Group with Mode Design Corp and 8i Architects, the project emphasised sustainability, durability, and inclusivity. Joinery systems were selected to handle high student use while maintaining a modern, consistent aesthetic.**



# PROJECTS WE'VE WORKED ON - SPORTS & RECREATION SECTOR

## Anytime Fitness – Ropes Crossing

- **Designing amenities for a 24-hour gym requires durable, low-maintenance materials that withstand constant use. Key priorities include privacy and acoustic control in change areas, along with effective ventilation and moisture resistance to maintain hygiene and long-term performance. The result is a premium yet highly functional environment built for continuous operation.**

# REACH OUT

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**PHONE**

1300387228

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**EMAIL**

hr@duracube.com.au

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**WEBSITE**

duracube.com.au

