

# — COMPANY PROFILE —



Pinnacle Interiors LLC was founded in 2011 and quickly established itself as a leading interior design and fit-out company recognized by its award winning projects. Today, The Pinnacle team comprises of a group of Multinational talents and accomplished industry professionals who together offer fully integrated design solutions throughout a wide range of market sectors.

Through our experience and tailored processes, we have developed a reputation in that our design solutions are both functional and aesthetically inviting and our projects are always delivered to the highest possible standards.

Our portfolio of clients in the region range from small local businesses to Multinational giants. Our work with various government entities is also a great centre of pride for us.

From design development to build execution, our skilled teams endeavor to deliver projects which enhance and positively influence how people interact and feel in their working environment; be that healthcare, an office space, a retail shop or your home.

At Pinnacle Interiors, we lead by example and as such we monitor and comply with current international design and quality standards. We utilize and develop innovative, sustainable and ergonomic design and build solutions, to support your business culture and offer you a bespoke, market leading experience.

“Over the past decade, Pinnacle Interiors has become one of the leading interior design and build solution companies in the UAE. Since our inception in 2011 we have maintained our core principles and today our corporate management policy centers around three primary commitments:

: A commitment to deliver over and above our clients' expectations. We achieve this by being; clear, concise and fully transparent with our policies and processes and by keeping our clients aware of all quantifiable objectives.

: A commitment to maintain a 0% injury rate in all our offices, factories and on site projects. We review, manage, implement and educate all of our personnel on the strictest health and safety policies which ensures we abide by our obligation towards our clients and local government regulations.

: A commitment to reduce (or eradicate where possible) all waste and pollution which may occur throughout our entire office network and project executions.

Pinnacle is strategically working towards the development and implementation of many “Green Building” solutions. Its policy is to proactively assess all aspects of the building, the client and its operations and from this, develop a solution which addresses the needs of the client, the building and most importantly the wellbeing of its employees. By reducing our environmental impact, we increase our sustainability impact.”

– Joseph Charles  
Managing Director



## Joseph Charles

Managing Director

With an accomplished career comprising of over 24 years, demonstrated with active involvement and expertise in turnkey project management specializing in commercial interiors, healthcare, hospitality and residential fit-out design and management. Joseph Charles manages multi-functional and diverse projects with the highest specifications and complexity levels from conception to completion. His international commercial fit-out experience and immense technical, contractual and operational knowledge is evident in all aspects of the design and construction process including forecast analysis and value engineering. Leading with his intelligent ability to direct with transparency, straightforward client relationships and strong ethical entrepreneurial skill he steers the Pinnacle Interiors organization with his commitment and competence through new challenges in Business Development, Revenue Generation, Technical Operations and Commercial Negotiations.

Language:

English

Qualifications/Certifications

Harvard Certified Management Professional

Bachelor of Technology in Civil Engineering

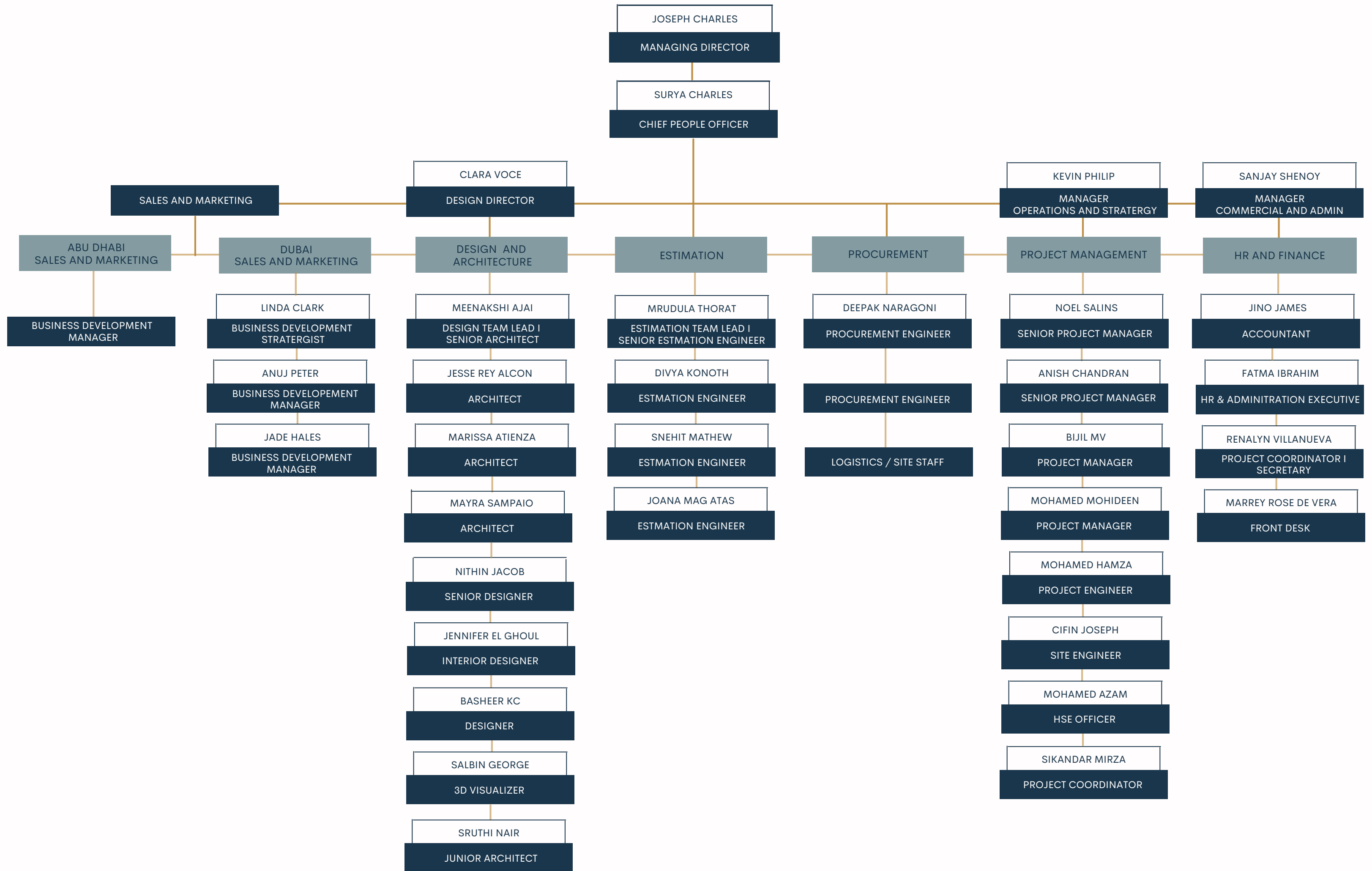
Member- Association of Professional Interiors Designers- APID

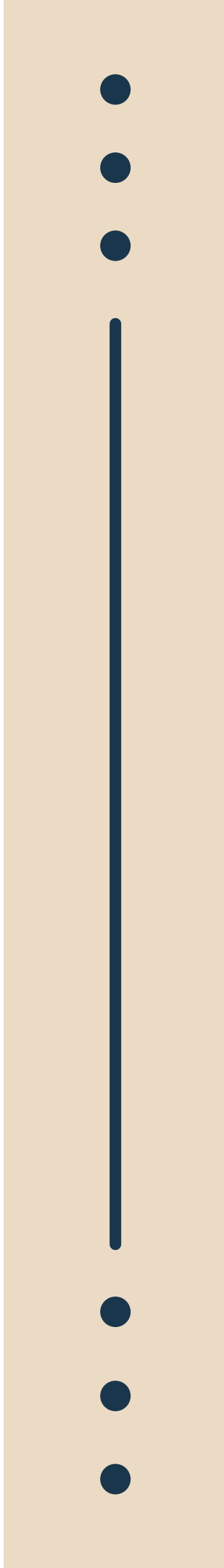
Affiliated Member- Society of Engineers, UAE

# THE TEAM



# ORGANISATION CHART





# PROJECTS

# CASAGUSTA ROTORCRAFT TERMINAL

EXPO 2020, DUBAI

630 SQ.M

DESIGN : ARCHEA ASSOCIATI  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



# COMMERCIAL



# COMMERCIAL



# INDONESIA PAVILION

EXPO 2020, DUBAI

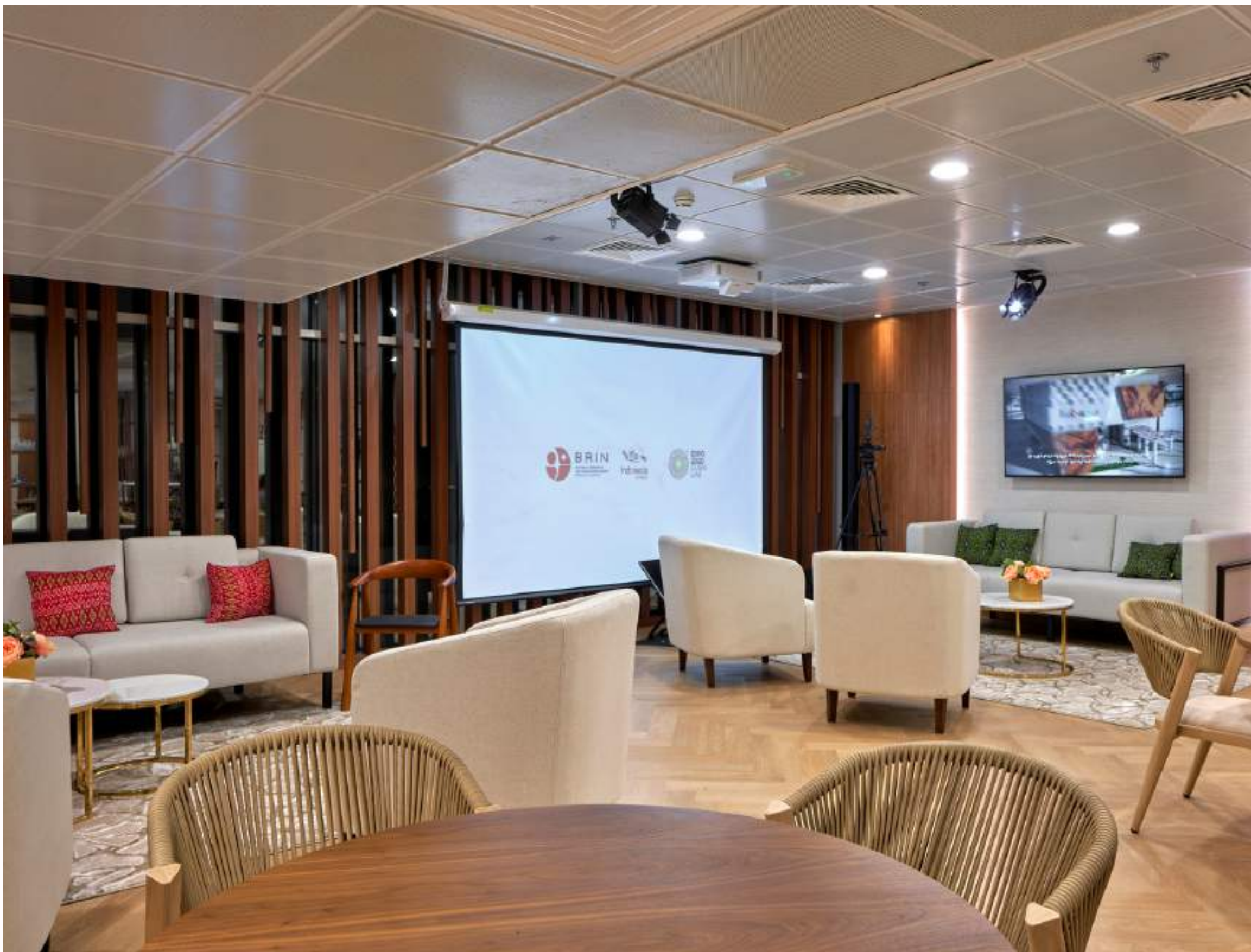
1700 SQ.M

DESIGN : CITY NEON, INDONESIA

BUILD : PINNACLE INTERIORS



# COMMERCIAL



# COMMERCIAL



# COMMERCIAL



# COMMERCIAL



# COMMERCIAL



**PRIVATE OFFICE**  
BUSINESS BAY, DUBAI

1250 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



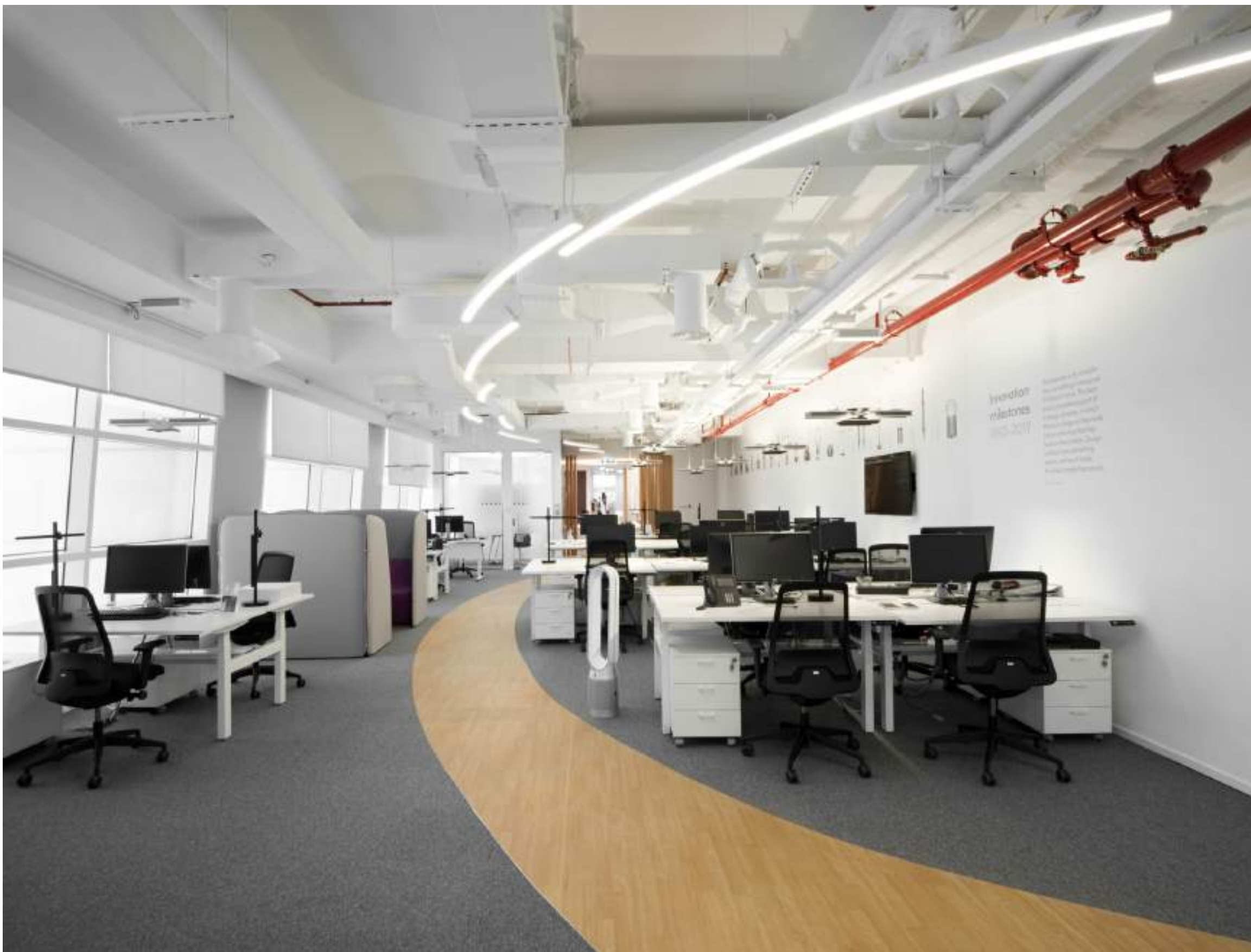
DYSON  
DMCC, DUBAI

550 SQ.M

BUILD : PINNACLE INTERIORS



# COMMERCIAL



TRANSFAST  
MEDIA CITY, DUBAI

500 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



CAPITAL CLUB  
GATE VILLAGE 03, DUBAI

219 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



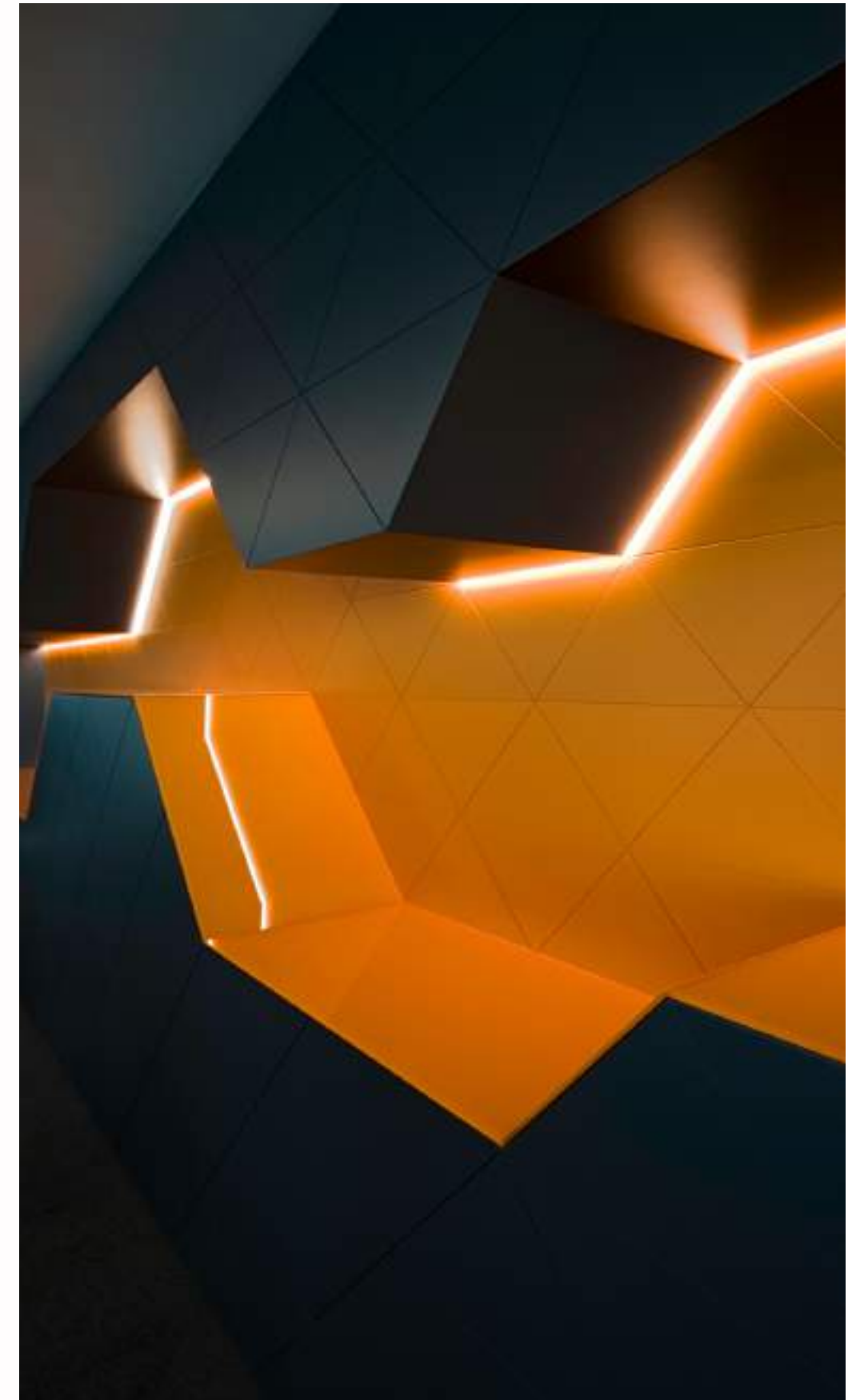
# GLANDER INTERNATIONAL BUNKERING

JLT, DUBAI

640 SQ.M

DESIGN : PINNACLE INTERIORS

BUILD : PINNACLE INTERIORS



# COMMERCIAL



# NEW ZEALAND EMBASSY

DIFC, DUBAI

108 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



MONTDOR  
D3, DUBAI

90 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



AXS CALL CENTRE  
DUBAI STUDIO CITY, DUBAI

219 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



CEDAR WHITE BRADLEY  
BURJ AL SALAM TOWER, SZR, DUBAI

1030 SQ.M

DESIGN : WANDERS WAGNER  
ARCHITECH (WWA)  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



SHARJAH AIRPORT INTERNATIONAL FREE ZONE AUTHORITY  
(SAIF ZONE)  
SHARJAH, UAE

3000 SQ.M

DESIGN : WANDERS WAGNER  
ARCHITECH (WWA)  
BUILD : PINNACLE INTERIORS



# COMMERCIAL



HUQQABAZ  
JUMEIRAH, DUBAI

1274 SQ.M

DESIGN : Q FOOD AND BEVERAGE  
BUILD : PINNACLE INTERIORS



# F&B





# A CAPPELLA

THE POINTE MALL, PALM JUMEIRAH

235 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# F&B





# APTITUDE CAFE

LOUVRE, ABU DHABI

34 SQ.M

DESIGN : GHIDA CHEHAB  
BUILD : PINNACLE INTERIORS



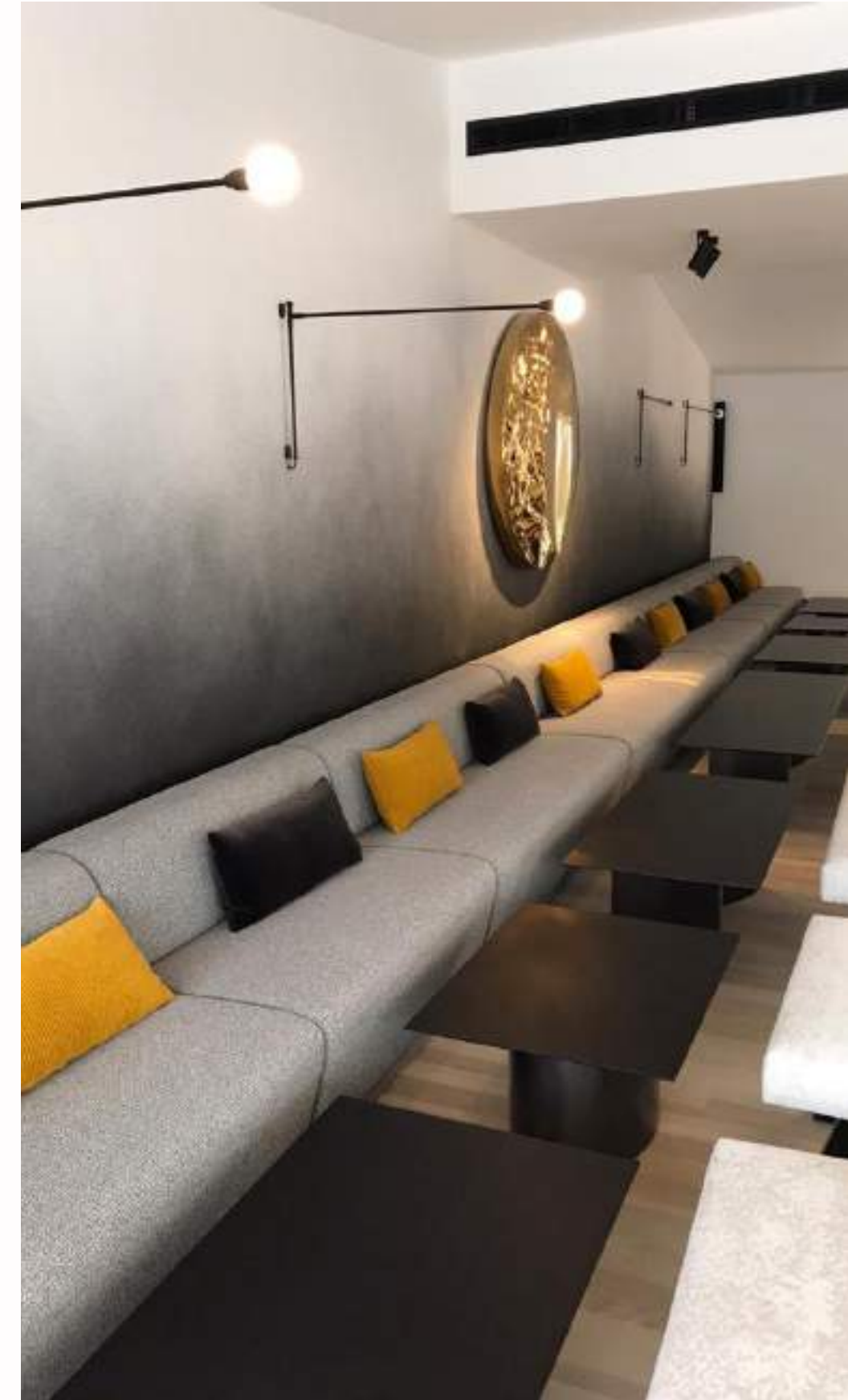


# THE GREY

JUMEIRAH, DUBAI

245 SQ.M

DESIGN : XO ATELIER  
BUILD : PINNACLE INTERIORS

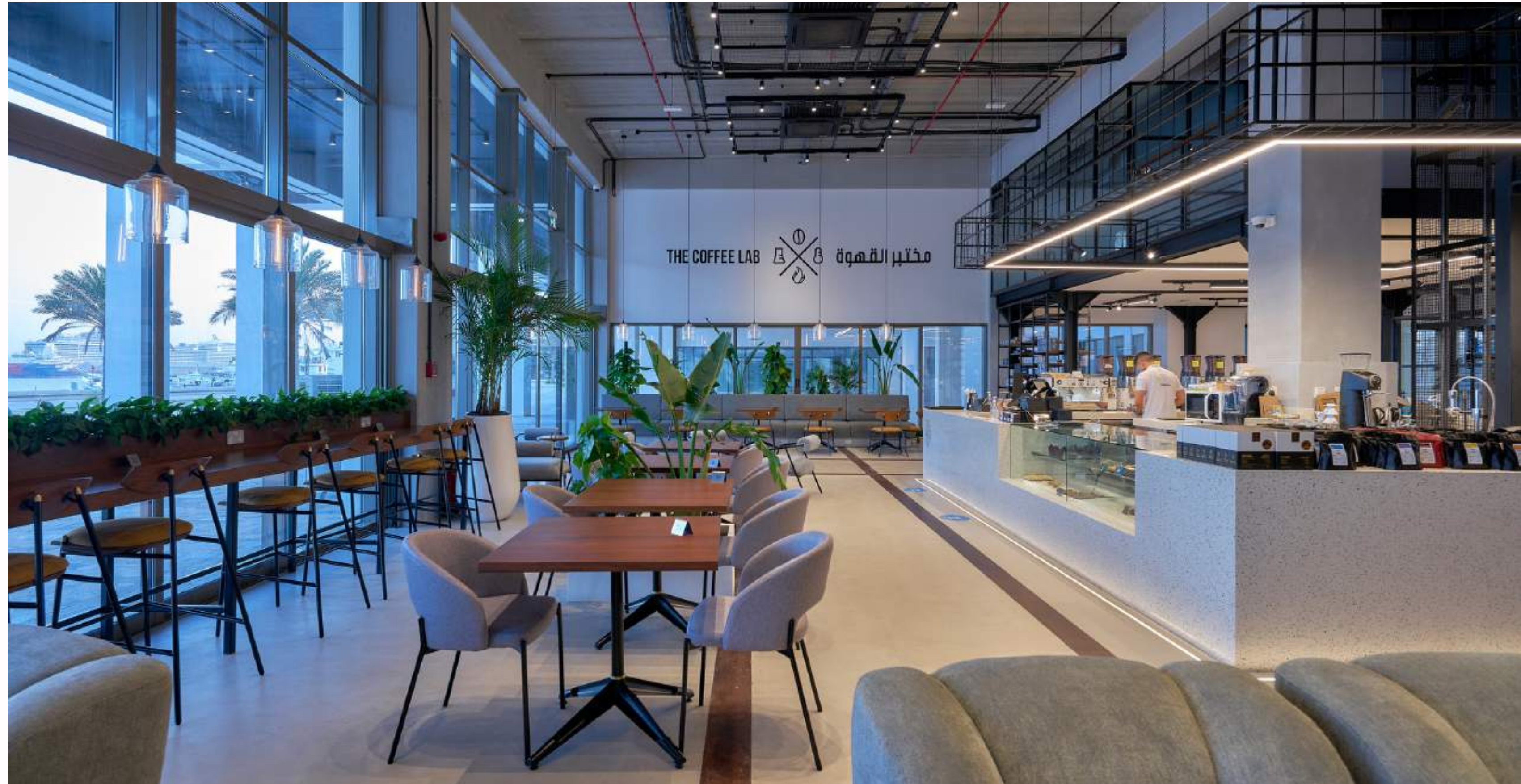


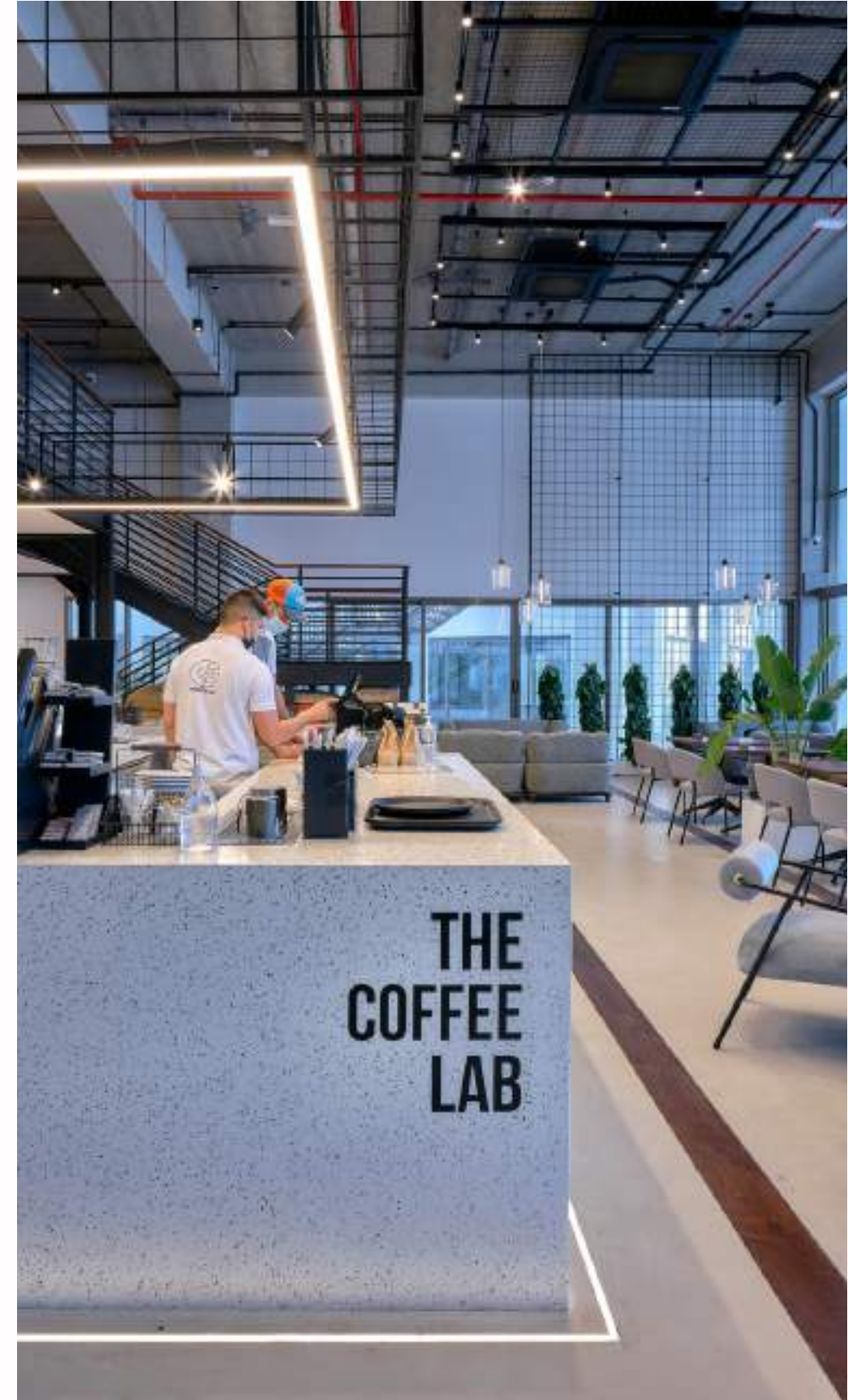
COFFEE LAB  
PORT RASHID, DUBAI

715 SQ.M

DESIGN : SHARKITECTS  
BUILD : PINNACLE INTERIORS

F&B





TOPLUM  
CITY CENTER.MIRDIF, DUBAI

240 SQ.M

DESIGN : XO ATELIER  
BUILD : PINNACLE INTERIORS





# RAIN CAFE

YAS MALL, ABU DHABI

180 SQ.M

DESIGN : SHARKITECTS  
BUILD : PINNACLE INTERIORS





AL JALILA FOUNDATION,  
CANCER DROP-IN CENTRE, HEALTHCARE CITY- DUBAI

160 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# HEALTHCARE



# HEALTHCARE



# MOORFIELDS EYE HOSPITAL

HEALTHCARE CITY, DUBAI

1375 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# PRIME MEDICAL CENTER

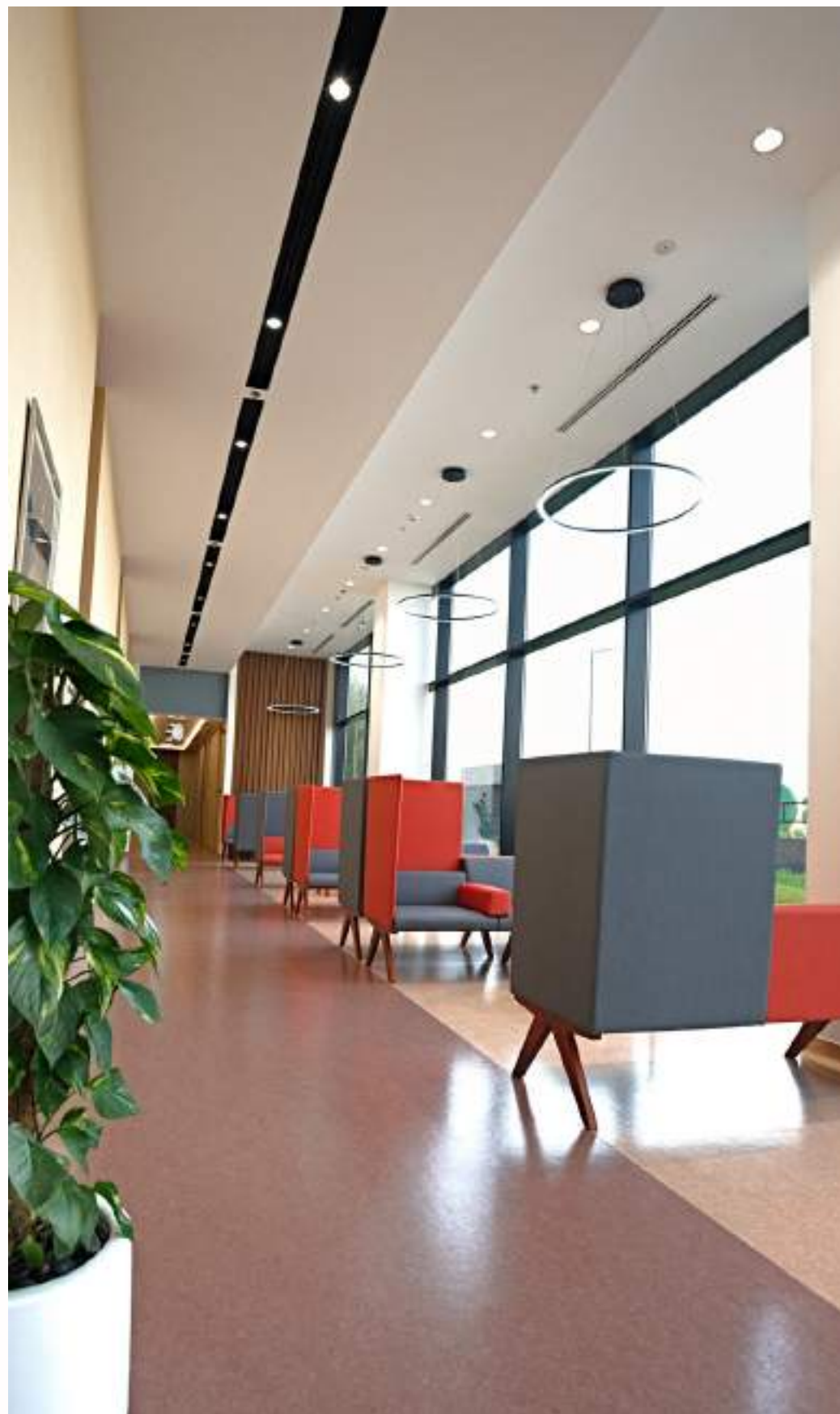
06 MALL, SHARJAH

1260 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# HEALTHCARE



ZIVANZA  
WAFI RESIDENCES, DUBAI

330 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# CAMALI CLINIC

HEALTHCARE CITY & JLT, DUBAI

800 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# HEALTHCARE



CRYOSAVE  
HEALTHCARE CITY, DUBAI

390 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



PRIME MEDICAL CENTER  
AL WARQA, DUBAI

750 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# HEALTHCARE



PURAVANKARA  
MARINA, DUBAI

235 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# RESIDENTIAL



PRIVATE RESIDENCE  
THE GREENS, DUBAI

190 SQ.M

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# RESIDENTIAL



# WARDROBES AT VILLA DH 20

DUBAI HILLS, DUBAI

DESIGN : PINNACLE INTERIORS  
BUILD : PINNACLE INTERIORS



# RESIDENTIAL



# —CLIENT TESTIMONIALS—

“WE AT MONTDOR ME FZ LLC HAD THE ABSOLUTE PLEASURE OF WORKING ALONGSIDE THE TEAM AT PINNACLE. OUR COMPANY FOCUSES A GREAT DEAL ON DESIGN, OUR EXPECTATIONS HIGH, BUT OUR DEADLINE WAS VERY TIGHT. PINNACLE OUTDID OUR EXPECTATIONS NEVER COMPROMISING ON QUALITY, AND OUR BUDGET. WE CANNOT RECOMMEND PINNACLE ENOUGH.”

**- KELLY YOUNG**  
MANAGING DIRECTOR  
MONTDOR

“FROM THE INITIAL DESIGN STAGE THROUGH TO COMPLETION, IT WAS A PLEASURE WORKING ALONGSIDE PINNACLE INTERIORS. YOU NOT ONLY MANAGED OUR EXPECTATIONS, BUT EXCEEDED THEM.”

**- RITESH DAGA**  
GIVAUDAN GULF  
TRADING LCC

“WE HAVE FOUND THAT THE PINNACLE TEAM HAVE SOUGHT TO UNDERSTAND THE QUALITY OF WHAT SSH IS AIMING TO ACHIEVE, AND STRIVE TO IMPROVE ON THIS WHERE WE PERHAPS HAVE NOT THOUGHT OF SOMETHING.”

**- MICHAEL BYRON**  
RESIDENT DIRECTOR  
SSH

# —CLIENT TESTIMONIALS—

"ON BEHALF OF GLOBAL HOTEL ALLIANCE, WE WOULD LIKE TO THANK PINNACLE INTERIORS ALL FOR THE EXCELLENT JOB THEY HAVE DONE ON THE DESIGN AND REFURBISHMENT OF OUR DUBAI OFFICE.

THE PINNACLE TEAM WAS CONSISTENTLY APPROACHABLE, PROFESSIONAL AND ATTENTIVE. WE ARE EXTREMELY PLEASED WITH THE QUALITY OF WORK. WE HIGHLY RECOMMEND PINNACLE INTERIORS."

**- KATE ULANOWICZ**  
MARKETING & EVENT EXECUTIVE  
GLOBAL HOTEL ALLIANCE

"PINNACLE INTERIORS HAVE CARRIED OUT THE DESIGN & BUILD FOR MOST OF THE PRIME MEDICAL CENTERS AND MEDI PRIME PHARMACIES ACROSS THE UAE.

DURING THE WORKS, THEY HAVE SHOWN SATISFACTORY DEGREE OF PROPER PLANNING, COORDINATION, SAFETY AND QUALITY OF WORKMANSHIP. THE TEAM OF DEDICATED ENGINEERS AND WORKERS ARE HIGHLY PROFESSIONAL.

WE HAVE NO HESITATION TO COMMEND AND PROVIDE OUR TESTIMONIAL TO PINNACLE INTERIORS."

**- DR JAMIL AHMED NAZIR**  
PRIME GROUP

"ON BEHALF OF MAY INTERIORS, I WOULD LIKE TO EXTEND OUR APPRECIATION FOR THE AMAZING WORK DONE BY PINNACLE INTERIORS TEAM ON MARMAR HALIM SHOWROOM IN D3.

THE PROFESSIONALISM MADE THIS A SUCCESS PROJECT, AND A VERY HAPPY CLIENT WITH THE END RESULT. A BIG THANK YOU EVERYONE FOR THEIR EXCEPTIONAL EFFORTS ON THIS PROJECT. "

**- MARMAR HALIM**  
MAY INTERIORS

# CERTIFICATES

**CERTIFICATE  
OF REGISTRATION**

This is to certify that the management system of  
**Pinnacle Interiors LLC**  
Main Site: PO Box 47743, Office 134, 137, Matloob Building, Sheikh  
Zayed Road,  
Dubai, United Arab Emirates

has been registered by Intertek as conforming to the requirements of  
**ISO 45001:2018**  
Certified to OHSAS 18001:2007 from 08.08.2016 to 14.06.2019.

The management system is applicable to:  
Interior Designing and Execution.

Certificate Number:  
0085758

Initial Certification Date:  
08 August 2016

Date of Certification Decision:  
14 June 2019

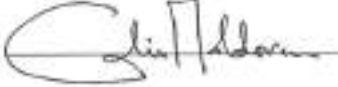
Issuing Date:  
14 June 2019

Valid Until:  
07 August 2022



**Intertek**

**UKAS**  
MANAGEMENT  
SYSTEMS  
014

  
**Colin Moldovean**  
President, Business Assurance

Intertek Certification Limited,  
10A Victory Park, Victory Road,  
Derby DE24 8ZF, United Kingdom

Intertek Certification Limited is a  
UKAS accredited body under  
schedule of accreditation no. 014.



In the issuance of this certificate, Intertek assumes no liability to any party other than to the Client, and this only in accordance with the agreed upon Certification Agreement. This certificate's validity is subject to the organisation maintaining their system in accordance with Intertek's requirements to the system's performance. Validity may be confirmed via email at [certificates@intertek.com](mailto:certificates@intertek.com) or by scanning the code to the right with a smartphone. The certificate remains the property of Intertek, to whom it should be returned upon request.



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has been registered by Intertek as conforming to the requirements of:  
**ISO 9001:2015**

The management system is applicable to:  
Interior Designing and Execution.

Certificate Number:  
0085757

Initial Certification Date:  
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**ISO 14001:2015**

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Certificate Number:  
0085759

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08 August 2016

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14 June 2019

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**Intertek**

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**Pinnacle**<sup>®</sup>  
Interiors

**THANK YOU**