

A photograph of a modern office interior. The scene is dominated by glass-walled meeting rooms and cubicles. A person with long hair, wearing a patterned dress, is walking through the hallway, slightly out of focus. The office has a clean, professional look with recessed ceiling lights and a carpeted floor. A large, semi-transparent teal triangle is overlaid on the right side of the image, pointing towards the top left.

**Optima**  
ClearThinking

**Partitioning Specialists**



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## We Are Optima

Optima is defined by two things: products and people. Together, leading the way in glass partitioning systems.

### Optima International

We're proud to be the company chosen by specifiers all around the world, from Europe, to the Middle East, to Australia.

We offer a truly personalised service with a global reach, allowing us to stay true to our values whilst collaborating with members of the local and international design communities.

### Optima GCC

We began trading in the Gulf Cooperation Council region in 2008 and now have offices in Dubai and Saudi Arabia. Our objective is simple: to bring premium service, product performance and build quality to a market that had, for too long, settled for something less.

What makes Optima so unique in this region is the fact that we operate completely independently and require no third party assistance. Each and every one of our highly skilled in-house designers and 150-strong workforce across the region is committed to delivering exceptional results.

We are proud to be the only supplier in the region to have its own dedicated showroom and specialist sound laboratory, highlighting our commitment to innovation.

This established presence in the GCC region means that we can offer our customers the same exceptional level of quality and service regardless of location.

### Optima Asia Pacific

We have been successfully operating in the Asia Pacific region since 2012. Thanks to huge success and growth, we have invested in a state-of-the-art 43,000 sq. ft. factory in Kuala Lumpur. The new facility serves Singapore, Malaysia, India, Indonesia and Australia, strengthening our market position in these areas and facilitating further growth and expansion.

### Optima Australia

Our operations in Australia began in 2010. From our installation partner's head office in Brisbane, and via a state-of-the-art factory facility in Kuala Lumpur, we are able to service all states in both Australia and New Zealand, with quick turnaround times via sea and air freight.

Optima Australia is staffed by local industry professionals and expert international staff. These individuals play a key role in personally monitoring all projects from specification, through to delivery and on to completion.

### Optima UK

Our premium, award-winning range is designed and manufactured in the UK at our five-acre site in Bath. It's here, and at our head office in High Wycombe, that you'll find a team of dedicated technical designers, product specialists and support staff. These are the company's backbone; the people you can count on to understand your industry, your challenges, and your requirements.

We operate directly throughout the whole of England and Wales. With over 30 years' experience in the fit-out industry, our dedicated teams understand how to consistently deliver exceptional projects with the highest quality installations, on-time and within budget.

We also have an exclusive network of installation partners across the UK. These partners share our commitment and passion. We know this because we select them carefully and we invest in developing their individual and collective expertise. It means that every Optima system, everywhere, is handled and installed with the same impeccable care and precision.

## The Added Dimension

At Optima we have an eye for innovation. We like progress. We'll run with developments that improve not just what we do, but how we do it.

Building Information Modelling, known within the industry as BIM, has recast the way the construction world plans and oversees projects. It's a huge technological advancement, and we've fully embraced it. Our diverse portfolio of glass partitioning systems data can now be downloaded in IFC and RVT formats via a number of different platforms – proof of our ongoing commitment to modernising and streamlining the construction industry through improved collaboration at the design stage.

BIM assimilates a thorough picture of a project by collating data from the entire supply chain within a federated 3D model. This level of transparency is a huge asset to the construction industry. It allows all parties to work together in a refreshingly collaborative way. For us, it means that product data relating to our glass partitioning systems can be shared across a project's workforce and lifespan.

From a design perspective, BIM has huge benefits for architects and designers. Once all of the data is exported as a BIM model, specifiers can present a stunning virtual image of their project. Our glass partitions are brought to life, integrating seamlessly into the overall scheme.

It's not just about representing a new type of visual image. Each 3D model, created using Autodesk® Revit®, is a modern day data file with intelligent properties, full of technical information about multiple aspects of a project. Hover your cursor over the 3D object and you'll instantly see the location within the project, acoustic and fire rating data, materials and manufacturer, as well as a URL link to the product website.

Then there's the ease with which designs can be showcased and adapted with just a few clicks of a mouse. It's a process that enables clients to try out options like an adapted layout or a difficult wall panel/door combination in a more cost-effective manner. It enables the early elimination of uncertainty about whether or not a partition will work in a space, whether it will blend with its surroundings, whether it is ultimately what the end user is looking for.

The transparency of the BIM project process makes designing, planning and delivering projects more efficient. Everyone gets to see the bigger picture; everyone is kept informed. This results in a quality project, uncompromised by miscommunication. Improved visualisation, along with better collaboration and planning, ensures that potential clashes are detected and digitally resolved earlier in the design process.

If companies such as Optima continue to embrace this innovative tool for change, the construction industry can look forward to an exciting digital future.





## Sound Work From Optima

We've come a long way since we first launched our products into the market.

And so have workspaces. Today's offices demand more. More design, more functionality, more appeal.

At Optima, we're delivering glass partitioning systems which meet the toughest specifications head-on. We invest a lot of time and expertise in acoustics and the advancements that we've made have earned us a strong national and international reputation as the company that really understands the needs of modern offices. Our partitioning systems are the result of intensive work by our in-house team of product designers, supported by the independent acoustic tests.

### The Importance of Acoustic Testing

In order for the acoustic value of a glass partition or door to be credible, it must have been proven in an accredited laboratory. UKAS is the accreditation service in the UK and all Optima acoustic testing is carried out in UKAS accredited sound laboratories.

For us, testing is a rigorous and very accurate process. We know from our tests that factors like peripheral elements of a partition – framework and intermediate glass joints for example – will have been included in the test outcome. We're confident then that the acoustic performance is being properly and thoroughly measured and recorded before our products are marketed.

For direct comparisons to be made between one glass partitioning system and another, they must both have been tested in an accredited laboratory. It's also important to make sure that the test certificate states the test sample size. Glass partitions are full height structures, so it's not acceptable to test partitions as 'windows' or 'glazing' in smaller sized openings, as this will generally give an artificially higher result than testing a representative partition sample with multiple modules of glass, glazing joints and exposed perimeter track-work.

At Optima, this sort of thorough acoustic testing doesn't just happen once. We re-test and adjust our products as part of our ongoing commitment to improvement and innovation.

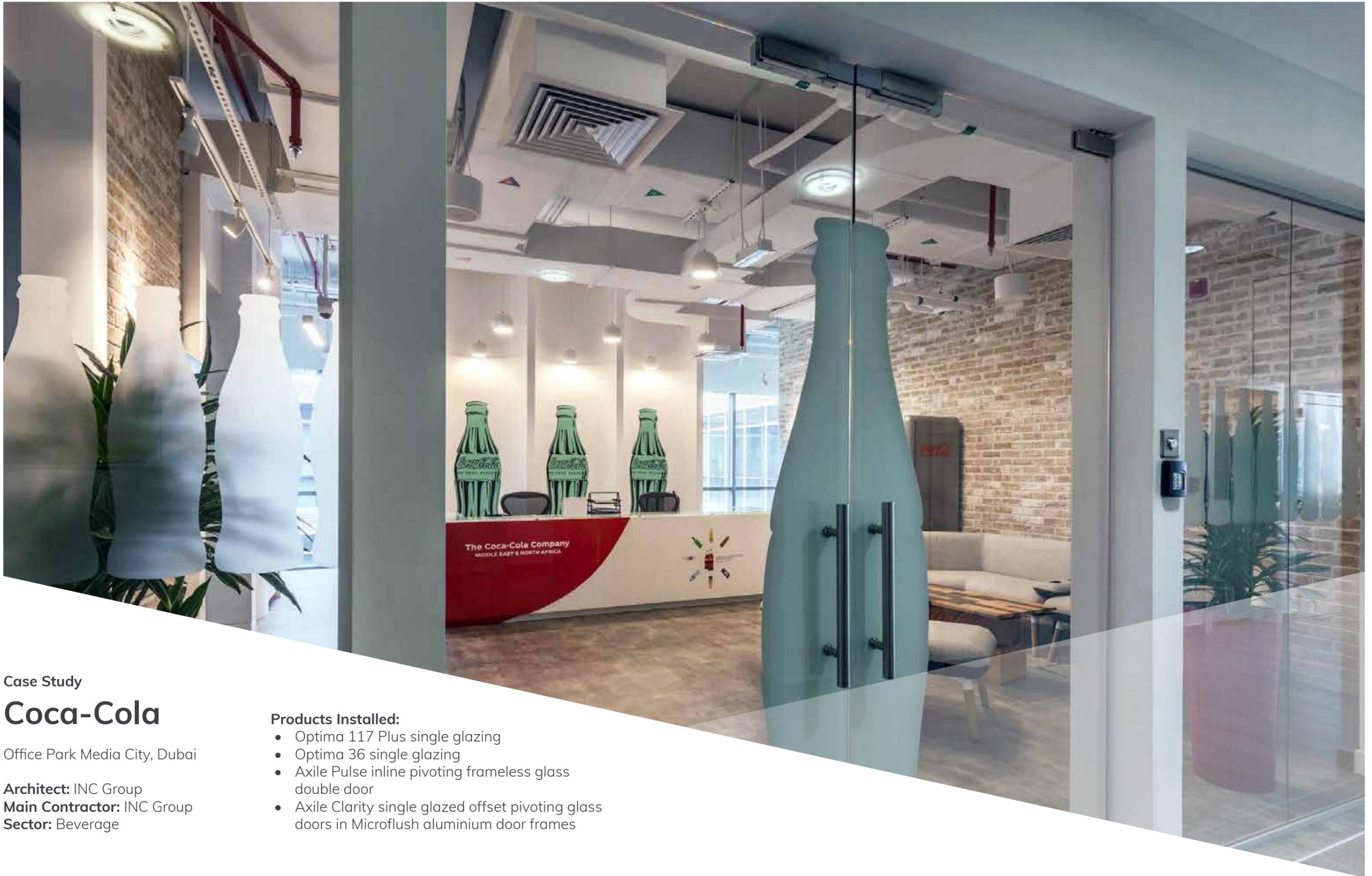
### Specialised Acoustic Laboratory

Our investment in a specialised acoustic laboratory in the UAE is a prime example of our commitment to innovation in acoustic design. Located within our Marina Plaza head office in Dubai, this unique resource is the first of its kind in the region.

It provides our clients with an opportunity to experience first-hand the different acoustic performance levels that we can offer with our glass partitioning systems, from 30dB; achieved with our entry level single glazed systems, to an impressive 52dB; achieved with our high specification double glazed products. Our clients are able to experience a variety of room types, from management suite, to private office, to conference room.

Reproducing different sound performance levels gives meaning to acoustic test certificates. The result? Acoustic performance no longer needs to be a best guess. Instead, our clients are equipped with the knowledge to make informed decisions about acoustics throughout the design and specification process.

All of this is against the backdrop of our unique, market-leading product design and our commitment to ensuring that each and every one of our partitioning systems is the best acoustic performer it can be.



Case Study

# Coca-Cola

Office Park Media City, Dubai

**Architect:** INC Group

**Main Contractor:** INC Group

**Sector:** Beverage

**Products Installed:**

- Optima 117 Plus single glazing
- Optima 36 single glazing
- Axile Pulse inline pivoting frameless glass double door
- Axile Clarity single glazed offset pivoting glass doors in Microflush aluminium door frames



### Case Study

## GE Aviation

Middle East Aviation Technology  
Centre, Dubai Airport Free Zone

**Architect:** AAID

**Main Contractor:** Al Tayer Stocks LLC

**Sector:** Technology

### Products Installed:

- Optima 117 Plus single glazing
- Axile Clarity single glazed offset pivoting glass doors in Microflush aluminium door frames
- Edge Symmetry glass doors
- Revolution Range double glazing
- Pocket sliding door



## Case Study

# Kolaghassi Capital

Emirates Financial Tower, Dubai  
International Financial Centre

**Architect:** INC Group  
**Main Contractor:** INC Group  
**Sector:** Financial

### Products Installed:

- Optima Lite single glazing (please note that this product has now been upgraded to Optima 36 in our product range)
- Axile Pulse pivoting frameless single glazed door



Case Study  
Zurich

Emaar Square, Dubai

**Architect:** Perkins+Will  
**Main Contractor:** Bowyer Wick  
Building Contracting  
**Sector:** Insurance

**Products Installed:**

- Revolution 100 double glazing
- Edge Symmetry doors



Case Study

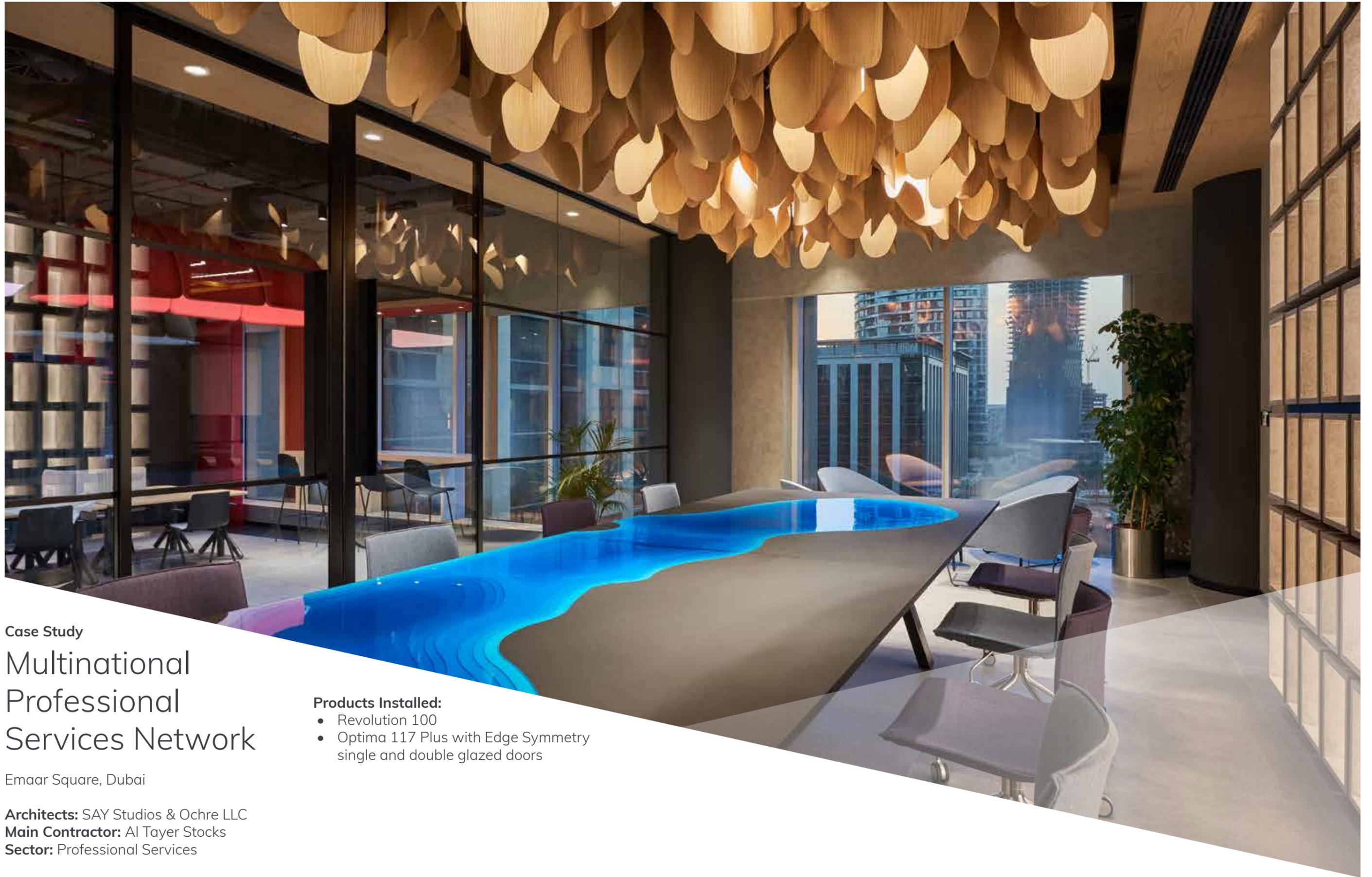
# Heriot Watt University

Dubai Knowledge Park

**Architect:** BDP  
**Contractor:** Khansaheb  
**Sector:** Education

**Products Installed:**

- Revolution 54 Shoreditch Edition and Shoreditch Edition Edge Symmetry doors



Case Study

# Multinational Professional Services Network

Emaar Square, Dubai

**Architects:** SAY Studios & Ochre LLC

**Main Contractor:** Al Tayer Stocks

**Sector:** Professional Services

**Products Installed:**

- Revolution 100
- Optima 117 Plus with Edge Symmetry  
single and double glazed doors

## Our Solutions

### Single Glazing

- Optima 117 Plus
- Optima 36
- Revolution 54
- Revolution 100

### Double Glazing

- Optima 36
- Revolution 54
- Revolution 100

### Modular

- Adaptable Wall
- Adaptable Meeting Rooms (AMR)

### Bespoke

### Doors

- Frameless glass doors – Axile Series
- Framed glass doors – Edge Series – Elite Series (for use exclusively with Revolution 100)
- Sliding glass doors – Kinetic Series



### Optima 117 Plus

Optima 117 Plus is an elegant, single glazed partition system and is an effective way of making private rooms out of open spaces.

This product has wide and long-lasting appeal and it's easy to understand why. The unique combination of dry-glaze gaskets makes Optima 117 Plus quick and easy to install, without compromising on durability, aesthetics or acoustic performance. The incorporation of extruded aluminium deflection heads makes the system an ideal

solution for the modern office building, where high levels of deflection are common. Add to this the distinctive integral door frame which enables a flush fit with either timber door leaves or with Optima's range of glazed doors. The result is a flexible, high-performing system which opens up numerous design possibilities

# Optima



### Optima 36

Optima 36 is a timelessly elegant glazed partition system. Minimal head and base channels and discreet glass to glass dry joints create the illusion of vast areas of unsupported glass. This system is available in single or double glazed format.

With a sleek and minimal design, and the ability to accommodate different glass types and thicknesses, this product suits a range of acoustic and aesthetic requirements. The clear PETG dry joints ensure ease and speed of installation. This ever-popular, versatile system also comes complete with a stylish integral door frame and a unique flush single glazed door.



### Revolution 54

Revolution 54 is one of our most popular systems. This is because of its outstanding acoustic performance, aesthetic appeal and adaptability. There are two design options, distinguished by the height of their frame. Each integrates seamlessly with generic drywall because of our unique tapeable glazing bar. This makes Revolution 54 an ideal solution for glazed fins or clerestory glazing, where acoustic performance and design aesthetics cannot be compromised. The glazing easily converts from single to double glazing, or vice versa. This flexible technology has helped to establish this system as a market-leading product.

## Revolution 100

Revolution 100 is the result of a thorough and detailed design development process. This stunning dry-jointed partition system is available in single or double glazed format, or a combination of both.

It achieves outstanding levels of sound insulation which are comparable to blockwork partitions. The system can accommodate glazed and solid door sets from our standard range. It also has its own range of specially designed high acoustic doors.

Elite Symmetry and Affinity are 100mm wide pivoting doors which offer exceptional acoustic performance, whilst Elite Aero pocket sliding door is perfect for confined spaces.



## Adaptable Wall

Optima's AW system is designed to complement a standard installation of Optima Revolution 100 glazed partitions. This fully modular system utilises the same aluminium track but with a variety of solid panels in place of the glass. AW represents a real alternative to traditional drywall or plasterboard installations in commercial environments.

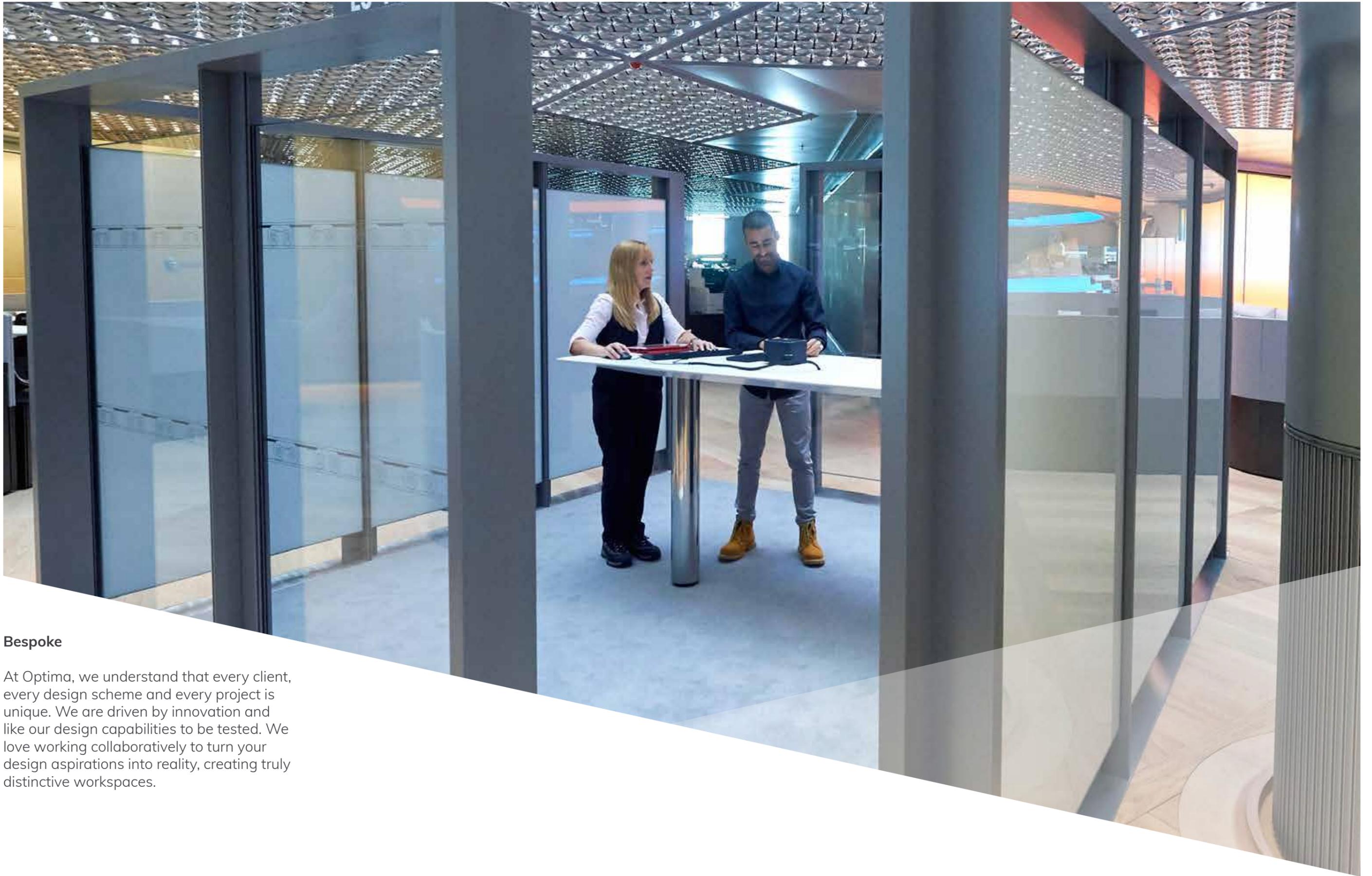
The system is ideal for internal walls next to glazed partitions, in areas surrounding traditional enclosed spaces, but can be used on most walls in an office. AW boasts many advantages over standard partition walls including speed, flexibility and cleanliness during construction, as well as adaptability and sustainability in the long term.





## AMR

The Optima AMR is a versatile freestanding meeting room designed to fit into any space. The demountable workspaces offer a smart and adaptable solution to maximise the potential of your office. Our solutions promote a range of modern working methods, from collaborating, socialising or private working. The Optima AMR can be put up, taken down or relocated quickly and professionally, to adapt to your changing office needs.



## Bespoke

At Optima, we understand that every client, every design scheme and every project is unique. We are driven by innovation and like our design capabilities to be tested. We love working collaboratively to turn your design aspirations into reality, creating truly distinctive workspaces.



## Doors

We have an extensive range of doors to complement the look, feel and performance of our partitioning systems. Glass, timber, hinged, pivoting or sliding. There are options to suit every design, in any office environment.



### Frameless Glass Doors

The glass doors within our Axile Series all feature a frameless glass door leaf. There are two door types to suit different aesthetic and acoustic requirements. Axile Pulse is an elegant, totally frameless inline pivoting glass door, whilst the offset pivoting Axile Clarity door features a slimline Microflush aluminium door frame for an enhanced acoustic performance.



### Framed Glass Doors

Doors are notoriously difficult to seal and have traditionally been a weak point in any partition, that's not the case with our Edge framed glass doors. Their acoustic performance is second to none. That's because at Optima, we have designed a way of substantially reducing the loss of sound insulation through the door. Our unique design means that doors need no longer be accepted as an unavoidable weak point.

Also part of our range of framed acoustic glass doors is the Elite Series. These 100mm thick glass doors have been designed exclusively for use within our Revolution 100 double glazed system and can achieve an acoustic performance that competes with bespoke acoustic timber door sets as standard. We can also offer an elegant pocket sliding door as part of the range – Elite Aero is an ideal space saving solution for modern office environments.

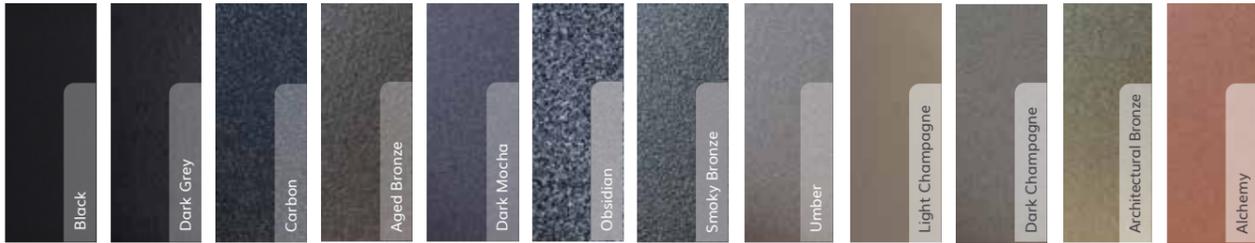
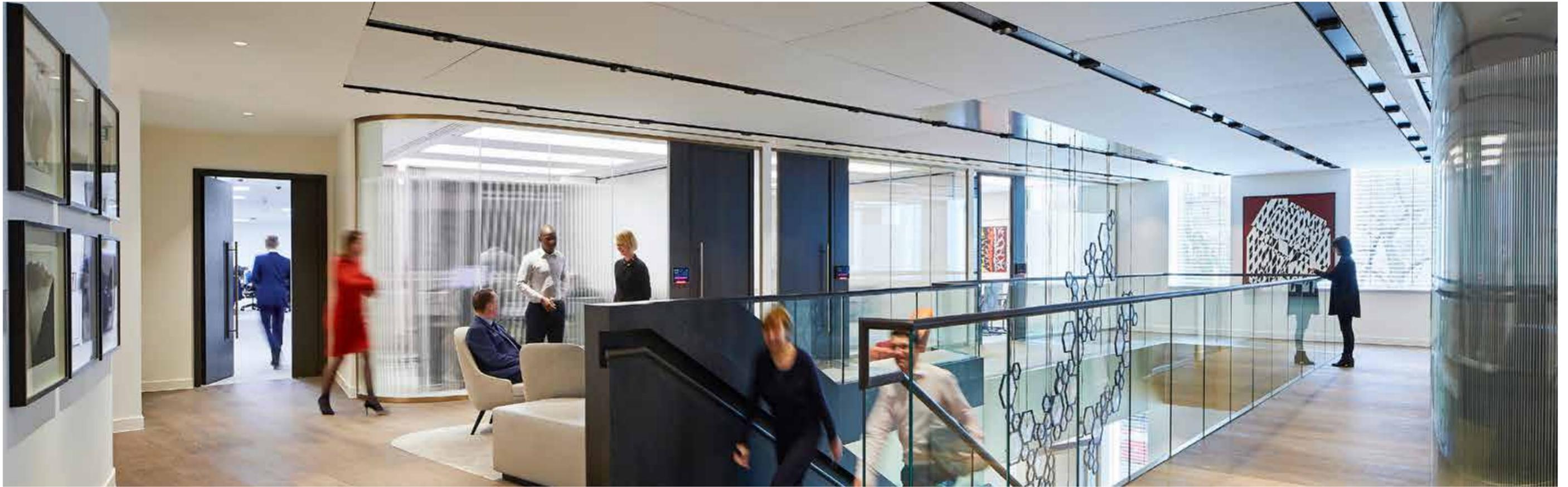


### Sliding Glass Doors

Sliding glass doors are ideal for areas where floor space is restricted. At the same time, they allow natural light to flow through the building. Our Kinetic sliding glass doors integrate flawlessly with Optima 117 Plus single glazing.

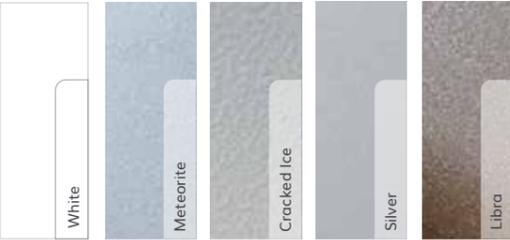
They can be frameless, with clean lines and minimal design, or framed, when acoustic privacy is required.

The four sliding doors within the Kinetic Series have been designed to meet a range of performance and design requirements. They each have something exceptional to offer.



**Finishes**

We have a wide selection of finishes that can be applied to any of our partitions and door frames. Find our mixture of colours and textures below, which introduce another dimension of individuality to any glass partition or door frame. In addition, bespoke finishes are also available on request.



## Our Policies\*

### Quality

We are market-leaders because of our commitment to quality. Our products are manufactured at our five-acre UK facility, in accordance with the stringent ISO BS EN 9001:2015 Quality Assurance standard.

Each stage of the manufacturing process is subject to strict quality control tests, and our products are put through their paces at every opportunity. It's to ensure they meet the highest performance standards and that we can be confident in what we're supplying.

We want our products and our service to hit the mark, so we invest in making sure they do. Our skilled teams of people are backed up by vast in-house resources, all geared up to delivering the best customer experience from design, to implementation and well beyond.

This commitment to quality is more than a statement; it's a hard fact, supported by an array of prestigious industry awards for outstanding installations. We are members of the FIS - an organisation that speaks with one strong voice for the finishes and interiors sector and which drives standards forward, encouraging pride in the quality of members' work.

### Environmental

Our environment is important to us; locally, nationally, globally. We build our wider respect for the environment into everything we do, from the policies and processes that drive our business, through to the materials we use and the waste we generate.

We have a dedicated in-house Environmental and Sustainability Lead who manages our compliance with environmental regulations and whose goal is to minimise the use of utilities and materials, promote material reuse and develop further opportunities to reduce our impact on the environment, through our accredited Environmental Management System.

Each of our products comes with an Environmental Product Declaration and a Sustainability Statement of environmental performance, contributing to certification standards such as BREEAM and LEED. We use suppliers who share our approach to responsible sourcing, and our business operations are ISO 14001 and FSC certified.

We have achieved Gold member status with the Sustainability Supply Chain School (SCSS), demonstrating an ongoing commitment to continually improving our environmental and sustainability performance through raising staff awareness and enhancing operational development.

We're proud to be recognised for our standards and for the investment we've made in introducing improvements throughout our manufacturing process. It's an evolving picture. Our team is always looking for better ways of doing things, because part of valuing and preserving what's around us is knowing that we mustn't stand still.

### Health and Safety

We have a meticulous approach to health and safety. Within our team is an experienced Group HSQE Director who looks after the health, safety and welfare of our employees and oversees and manages all HSQE matters relating to Optima projects. Strict measures are in place to ensure that we meet our responsibilities to people outside our business who may be affected by our activities. These include monitoring our sub-contractors to ensure their own health and safety procedures meet the standards that we expect.

Our commitment to health and safety has led to an internationally recognised accolade: the prestigious Gold Award in the RoSPA Occupational Health and Safety Awards. It's a huge achievement and one that we're incredibly proud of.

### Achievements

Our customers recognise our excellent track record. We have a great selection of official accreditations too:

- BS EN ISO 9001:2015 Quality Assurance Standard
- BS EN ISO 14001:2015 Environmental Management System
- BS ISO 45001:2018 Occupational Health and Safety Management System
- CHAS (The Contractors Health and Safety Assessment Scheme)
- Achilles (Building Confidence)
- Safe Contractor

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