



PURE

PT Prima Usaha Rosa Efraimindo
| Corporate Profile



Translating
Industrial Blueprints
into Tangible Reality.





Quality
sourced,
reliably
delivered.



The Foundation of Strategic Partnership

PT Prima Usaha Rosa Efraimindo (PURE) delivers comprehensive construction and development solutions across the commercial, corporate, residential, and industrial sectors in Indonesia.

The PURE Approach



Systematic Workflow: End-to-end management from precise planning to on-site execution.



Value-Driven Engineering: Delivering results that exceed baseline technical standards to create measurable added value.



Long-Term Trust: Building enduring client relationships through consistent quality control and structured methodologies.

VISION

To be a professional, trusted, and highly competitive construction services company, providing high-quality, efficient building solutions as a premier strategic partner across Indonesia.



Elevating Quality

Delivering professional construction services anchored in rigorous quality standards.



Optimizing Efficiency

Prioritizing absolute timeliness, cost-efficiency, and transparent project management.



Empowering Expertise

Continuously developing a highly competent, experienced, and committed workforce.



Fostering Partnerships

Cultivating long-term client relationships through highly responsive, tailored solutions.



Upholding Safety

Maintaining uncompromising occupational safety standards and strict quality control at every phase.

**Built right,
delivered strong**

OUR VALUE

P



Professionalism & Precision

Prioritizing a deep understanding of client parameters to deliver accurate, highly responsive solutions and superior outcomes.

U



Understanding & Client Satisfaction

Aligning our execution perfectly with client expectations through active listening and proactive problem-solving.

R



Reliability & Integrity

Operating with unwavering honesty, absolute transparency, and strict accountability to build enduring mutual trust.

E



Excellence & Teamwork

Achieving industry-leading quality through solid, coordinated, and highly effective cross-functional collaboration.

CORPORATE LEADERSHIP



Mirna Prima Juwita

Commissioner



Domain: Corporate Oversight & Governance

Providing high-level direction to ensure corporate activities align with long-term strategic objectives and ethical standards.



Hendrawan

President Director



Domain: Strategy & Operations

Holds full responsibility for overarching business strategy, operational performance, and corporate development. Leverages extensive project management expertise to deliver high-quality solutions and forge strategic partnerships.



Ebiet

Director



Domain: Finance & Stability

Drives financial oversight, strategic planning, and operational coordination. Ensures the company maintains peak efficiency, financial stability, and sustainable growth.

The PURE Service Ecosystem



1

Conceptualization
Design & Build

(Integrating planning, budgeting,
and architecture).

2

Structural Execution
Construction Services

(Heavy structural execution for
commercial and industrial).

3

Spatial Refinement
Interior & Fit-Out

(Transforming raw space into
functional, aesthetic environments).

4

Asset Evolution
**Renovation &
Refurbishment**

(Upgrading and modernizing
existing assets).

5

Specialized Needs
Custom Works

(Bespoke technical
solutions).

A singular, unified partner for
the entire lifecycle of your physical assets.



Service 01 | Construction Services



Core Capability

Comprehensive structural execution for commercial buildings, office facilities, residential developments, and heavy industrial plants.



Operational Approach

- **Meticulous Planning:** Every phase is mapped and risk-assessed before breaking ground.
- **Structured Supervision:** Continuous on-site oversight ensures strict adherence to agreed quality standards, rigorous safety protocols, and absolute schedule fidelity.



Service 02 | Design & Build



Core Capability

An integrated, single-point-of-contact solution spanning initial architectural planning to final construction handover.



Operational Approach

- **Synchronized Execution:** Harmonizes design intent, budget constraints, and field execution into one highly coordinated workflow.
- **Operational Realization:** Translates abstract design concepts into highly functional, efficient spaces perfectly aligned with the client's operational requirements.



Service 03 | Interior & Fit-Out



Core Capability

Comprehensive interior spatial arrangement, material installation, and precision finishing for commercial, corporate, and residential environments.



Operational Approach

- **Functional Aesthetics:** Balancing beautiful design with ergonomic comfort and spatial efficiency.
- **Detail-Oriented Finishing:** Utilizing premium sourced materials and exact installation techniques to ensure a flawless final environment.



Service 04 | Renovation & Refurbishment



Core Capability

Strategic upgrades and structural overhauls designed to drastically improve the function, appearance, and integrity of existing buildings.



Operational Approach

- **Zero-Friction Deployment:** Engineered to execute complex upgrades with minimal disruption to the client's ongoing daily operations.
- **Safety & Compliance:** Maintaining total adherence to safety standards, even within occupied or active environments.



Service 05 | Custom Works



Core Capability

Bespoke construction and technical execution tailored specifically for non-standard, highly complex project requirements.



Operational Approach

- **Technical Agility:** Total flexibility in planning and resource allocation to meet hyper-specific structural or mechanical needs.
- **Targeted Solutions:** Deploying specialized engineering approaches to solve unique site-specific challenges.

Commercial



Residential



Industry



Office Building



Villa



Custom Interior & Furniture



OUR CLIENTS & PARTNERS



PT. Pinus Merah Abadi



STRATEGIC OPERATIONAL FOOTPRINT

Positioned to deploy rapidly and manage complex projects across key Indonesian development hubs.



HEADQUARTERS

Rawakalong, Bogor, West Java.

(Driving strategy and heavy industrial/commercial management for the capital region).



REGIONAL BRANCH

Jimbaran, Badung, Bali.

(Supporting commercial, hospitality, and residential developments in the eastern corridor).



RAPID DEPLOYMENT

Agile teams ready to mobilize quickly across key regions.



COMPLEX PROJECT MANAGEMENT

Proven capability in handling multifaceted and large-scale initiatives.



STRATEGIC PRESENCE

Strong local presence in major development corridors across Indonesia.



SUSTAINABLE GROWTH

Aligned with Indonesia's growth priorities and long-term development outlook.

Build the Future with **PURE**

Initiate a **project consultation** or
request a **detailed technical proposal**



Digital Presence
www.ptpure.co.id



Direct Line
(+6221) 756-72-397



Inquiries
info@ptpure.co.id
|
sales@ptpure.co.id



Corporate HQ
Jl. Raya Pendidikan No. 16,
Rawakalong, Gn. Sindur,
Kab. Bogor, Jawa Barat 16340



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