

Commercial
VIC

FLAT CAT 

R. Iconic Apartments Case Study





Case Study:
R.Iconic Apartments
Location:
259 Normanby Rd, South Melbourne VIC 3205
Architect:
Plus Architecture
Developer:
R.Corporation
Electrical Contractor:
ASI Electrical
Trader Electrical Products used:
Flat Cat
To find out more about Flat Cat:
www.gsme.com.au/

Everything considered

The R.Iconic apartments located in South Melbourne represents 32 and 40 levels of luxury living. A new addition to Melbourne's cityscape, this cosmopolitan and chic innercity living leaves nothing to be desired. Modern and up to the minute, it features our Trader ultra slim profile Flat Cat range of switches and sockets.

Designed by Plus Architecture, R.Iconic's sleek and angular design minimises overshadowing of the neighbouring parklands.

It houses private dining pavilions, BBQ areas, a whiskey hall, fire pit and private cinema on site. At the top is a Sky lounge with panoramic views of the beach, city and parklands nearby.

Apartments are beautifully appointed and vary between 1 to 4 bedrooms.

With floor to ceiling windows, each apartment lets in plenty of natural light. Neutral colours and black trims makes this a very contemporary place to live.



Flat Cat's sleek design suits tiled installs.

Electrical contractors, ASI Electrical chose Flat Cat for the fit-out in keeping with the apartment's sleek design.

At 5mm thin, Flat Cat is among the slimmest range of electrical wiring accessories on the market.

Trader is a market leader in thin profile switches and sockets, high in demand in multi-storey developments.

Trader USB chargers are also installed in kitchen and living areas to ensure residents' phone and devices are quickly easily charged. These will charge devices at an impressive 3.4A on one device.

All Flat Cat product was procured and delivered through AWM McKinnon Electrical wholesalers.



"Every design detail is to provide residents the best possible experience."

Andrew Rettig, CEO & Founder, R.Corporation



Sleek, contemporary Flat Cat design.



R.Corporation has a 20 year track history and delivered over 30 buildings.



USB chargers deliver 3.4A of charging to a single device.



Flat Cat fits unobtrusively inside cabinets.



ASI Electrical chose Flat Cat for the fit-in with the apartment's sleek design.



R.Iconic offers panoramic views of the beach, city and parklands nearby.

Flat Cat Products





Partner with Trader on your next build

If you have a similar project that you would like discuss with Trader, please contact us on the details below.

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Email: service@gsme.com.au

Call: 1300 301 838

For Major Projects:

Pippa Hemmings

Director, Major Partners and Projects

Pippa.hemmings@gsme.com.au

M 0451 028 484 | T (08) 8122 2382

