



hallmarc

NATIONAL FITOUTS

Spaces built to be remembered



22+ years of delivering commercial, retail and hospitality with established and experienced team

Grounded in practical, hands-on knowledge, Marcus pairs his cabinet-making origins with 22+ years of building industry experience. He's constructed large end commercial projects as well as retail and hospitality fitouts to new homes and renovations and, as a foreman, kept major store builds on track for UK retailers including IKEA, Sainsbury's and Marks & Spencer.

In 2008 Marcus joined a leading shopfitting company as a partner and shareholder. In 2016, seeking to deliver fitouts with greater control, clearer communication and higher standards of accountability, he founded Hallmarc National Projects.

Hallmarc National Projects delivers fitouts to the highest standards and creates spaces customers want to keep coming back to. Sean O'Meara supports the business as a strategic adviser and hospitality specialist, bringing 22+ years of experience and a track record of launching over 3,700 venues.

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- Trade Qualified Cabinet Maker / Shopfitter
 - Certificate III in Furnishing – Cabinet Making Stream
 - Diploma of Project Management

What sets us apart

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At Hallmarc, we control quality end-to-end and provide turn-key solutions. Our in-house joinery workshop, disciplined project management and trusted trade network mean we deliver faster, cleaner and with the accountability our clients expect.

— Marcus Hall, Founder & Principal



Speed

Faster delivery without compromising quality



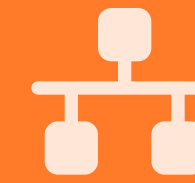
Quality

In-house joinery manufacturing ensuring control



Single Point of Contact

Simplified project management



Trusted Trade Network

Vetted partners across all trades from years of experience primarily across Australia and New Zealand

The team

Our experienced team manages every detail of your project from concept to completion. With decades of combined experience, we ensure seamless coordination across all trades and timely communication throughout your build.



Jade Hewett

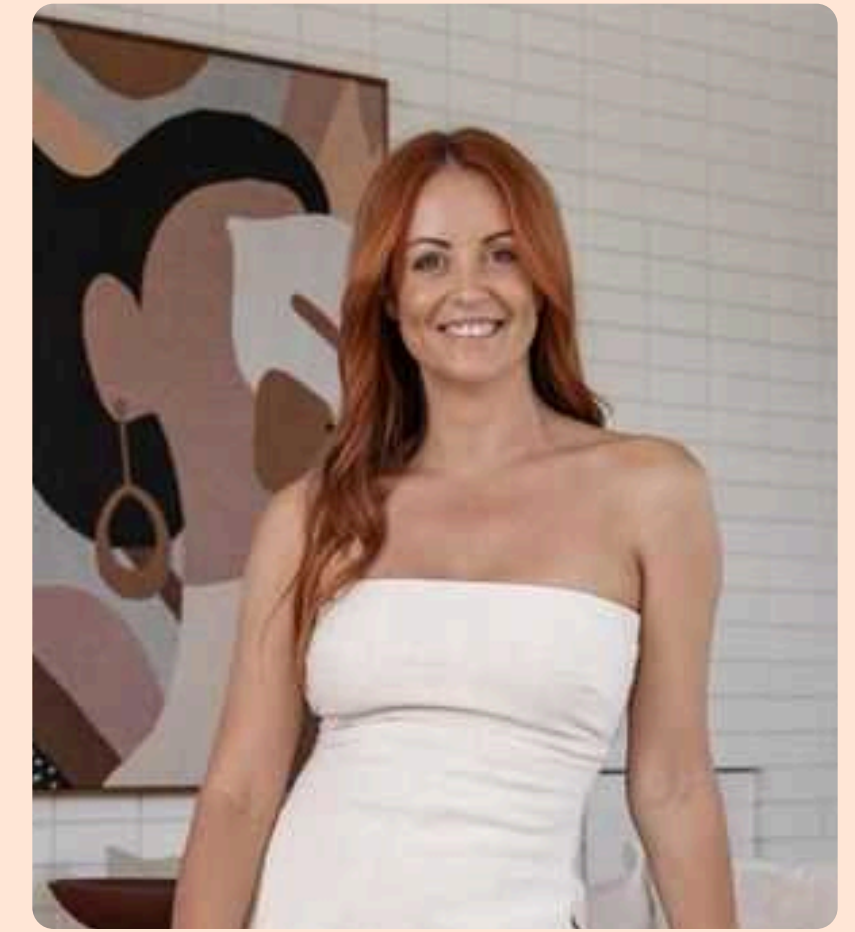
General Manager

Diploma project management & Cert 4 in building and construction certificate



Zoe Duncombe

Project Manager



Searah Scott

Project Coordinator



Carolyn Maroney

Accounts Manager



Jaz Vardey

Project Coordinator



Andy Farley

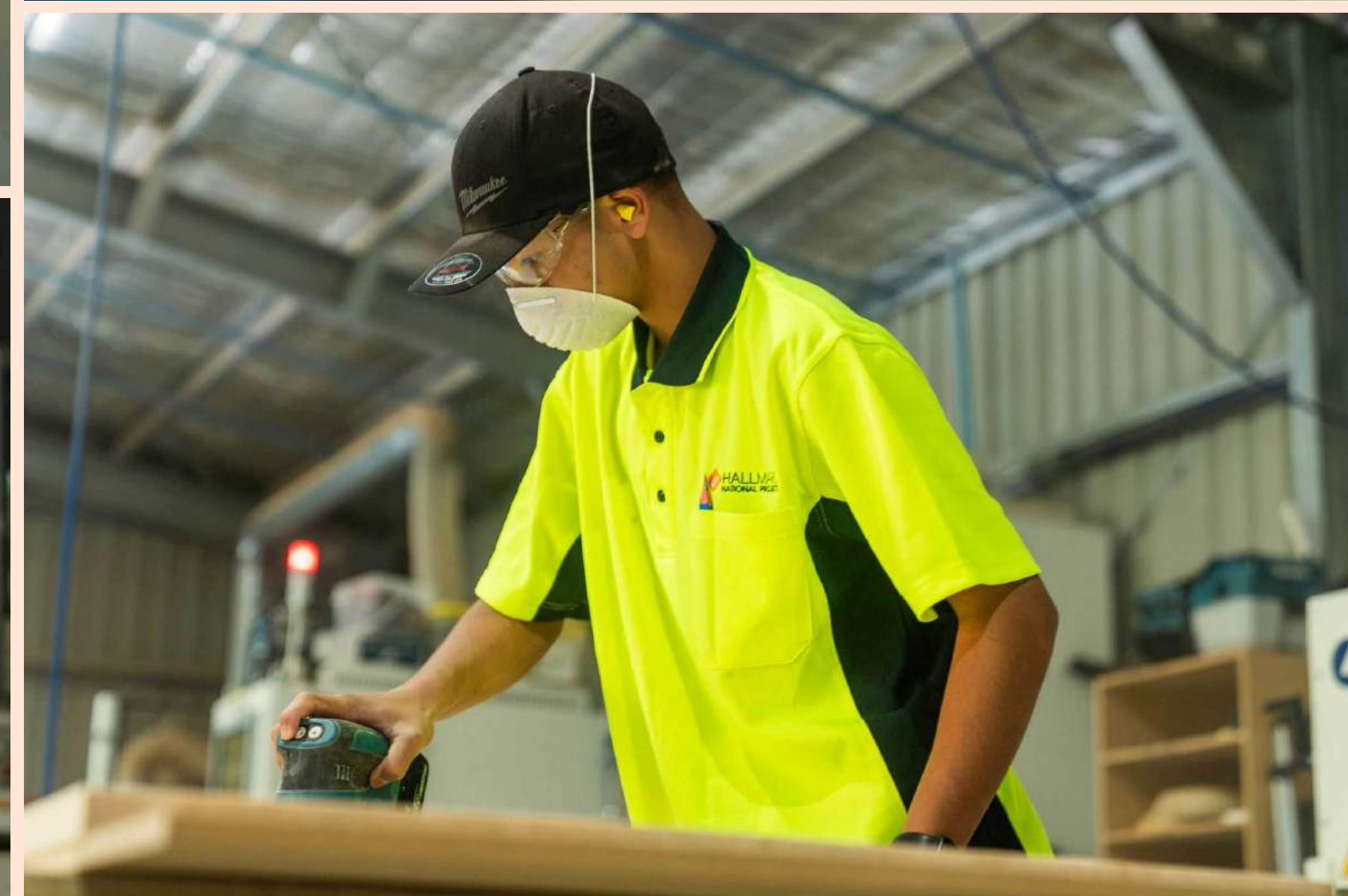
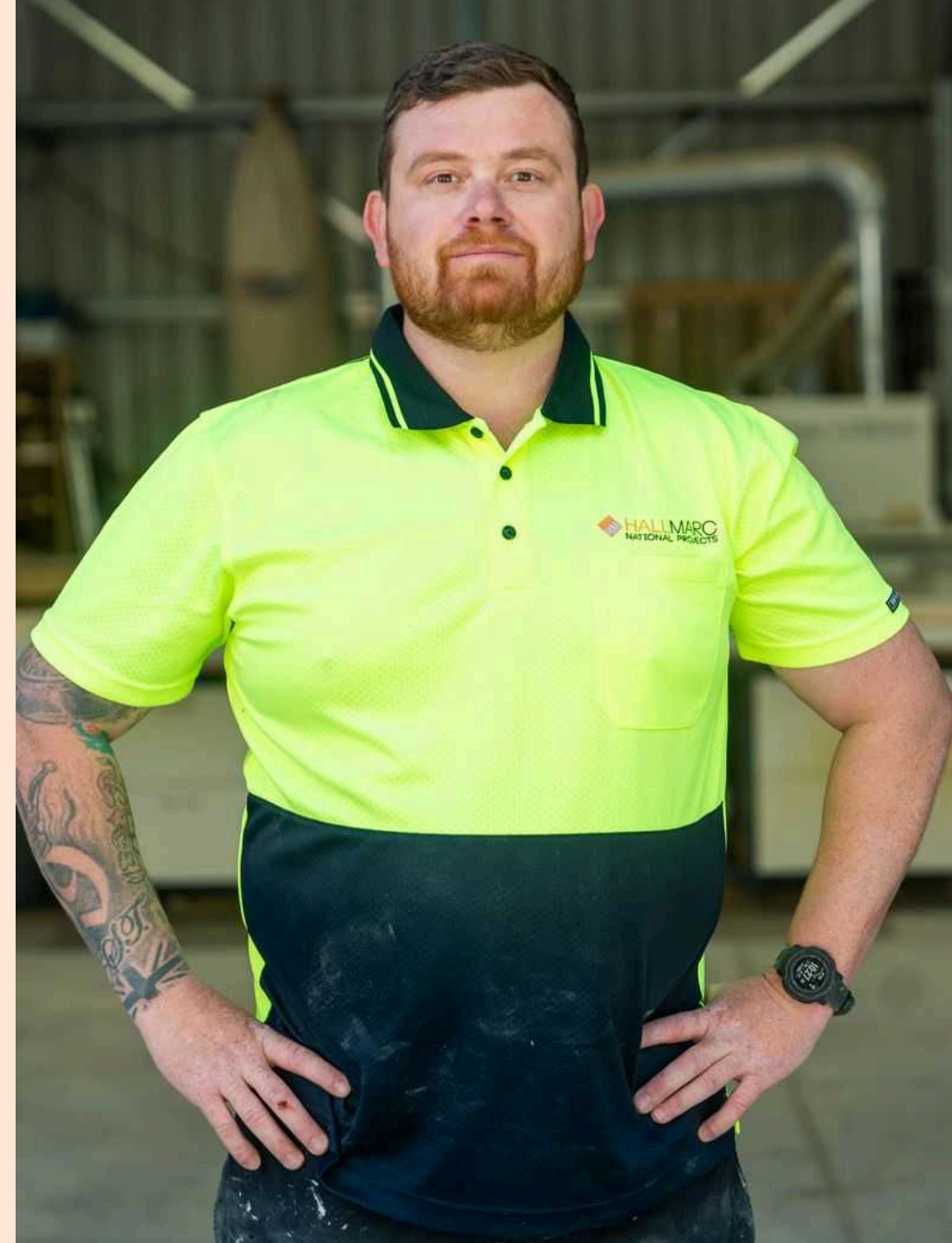
Project Manager

Our workshop & trade capability

Our in-house joinery workshop gives us complete control over quality, timelines, and custom solutions. Combined with our network of specialist trade partners, we deliver true turnkey capability.

Meet Paul Gooch

Paul is a skilled CNC operator and cabinet maker with a strong focus on precision assembly and quality control. He ensures every project is carefully assembled, thoroughly checked, and fully prepared for packing and logistics, guaranteeing it's ready for seamless on-site installation.



Full turnkey capability

We've worked with hundreds of companies and have our preferred suppliers for each trade to ensure service excellence and QA are to the highest standard at handover.



Joinery

Custom manufacturing,
our core strength



Electrical

Complete electrical fitout
services



Painting

Professional finishing



Plastering

Expert wall preparation
and finishing



Tiling

Floor and wall tiling
services



Plumbing

Full plumbing
installations



Concrete Cutting and coring



Structural design and certification



Planning and building permits



Project Management



Exhaust and Ventilation



Grease Traps



Hydraulics

National Fit Outs, licensed across Australia

End-to-end turnkey fitout management,
wherever you need us

- Local knowledge, national reach
- Proven interstate project delivery
- Consistent quality across all locations
- Single team managing multi-site rollouts

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- ACT Shopfitting License #2017159
 - SA Shopfitting Licence #BLD308965
 - QLD QBCC Shopfitting License #1500598
 - VIC VBA Shopfitting License #CB-L 44664
 - WA Shopfitting License #BC104079



Industries we serve

We work across and manage end to end for large national QSR chains to high end fashion and IT retailers to restaurants, pub and hotel fitouts, we work across diverse industries and deliver exception quality and service



Retail

- Fashion & apparel
- Luxury retail
- Shopping centre and department stores
- Consumer Goods
- Technology enabled fitouts



Commercial

- Office & Workplace Fitouts
- Developer Display Suites
- Residential & Apartment Fitouts
- Health & Medical
- Education
- Mixed-Use Developments
- Government & Civic Buildings
- Corporate & Head Office Projects



Hospitality

- Restaurants
- Pubs and Clubs
- Hotels
- Wineries
- Bars
- Cafes
- QSRs

Client partners: Retail

Retail brands and operators partner with us for great quality, service and turnkey delivery

sass & bide



Why retail?

Retail environments demand precision, flexibility, and speed — and that's exactly where we excel.

Shopping centre compliance

We understand the complexities of working within live retail environments, from centre-specific requirements to strict compliance protocols. Our team ensures every project meets the necessary standards while minimising disruption to surrounding tenants and customers.

Night works capability

Retail doesn't stop — and neither do we. Our ability to deliver works overnight allows projects to progress efficiently within tight centre constraints, reducing downtime and keeping trading hours uninterrupted.

Night works capability

From make-good requirements to full strip-outs, we manage deficits seamlessly and in line with centre guidelines, ensuring spaces are handed back or prepared for redevelopment without delays or unexpected costs.

Speed to market for QSR rollouts

In fast-moving sectors like QSR, timing is everything. We bring the experience, systems, and national network required to deliver consistent, high-quality fitouts at pace — helping brands launch and scale quickly across multiple locations.



City Beach

📍 Ballina Fair, NSW

🛠️ SCOPE

400m² retail fitout for an iconic Australian surf retailer.

⚠️ CHALLENGE

Handling significant client-side changes regarding both the design and the off-site manufacturing requirements mid-stream.

💡 THE HALLMARC SOLUTION

We managed the entire project coordination burden, overseeing production adjustments to shield the client from the complexity.

✅ THE OUTCOME

Delivered on time to an impressed client. The store effectively captures Australia's youth culture through high-impact design and community-focused space.



Stylerunner

📍 Kotara, NSW

🛠️ SCOPE

105m² premium retail fitout for the Accent Group.

🏗️ CHALLENGE

Creating a high-interaction space where technical lighting and custom joinery make product ranges "shine" to drive revenue.

💡 THE HALLMARC SOLUTION

Leveraged our long-term partnership with Accent Group to execute a precision build focused on seamless fashion-functionality integration.

✅ THE OUTCOME

A 100% defect-free handover by the due date. This success has positioned Hallmarc to complete multiple ongoing projects with the parent group.



Nudie Jeans

📍 James St, Brisbane

🔧 SCOPE

40m² specialty retail store focused on hyper-sustainability.

🏔️ CHALLENGE

Meeting a complex brief that aligns with the brand's commitment to lifetime garment repair and environmental responsibility.

💡 THE HALLMARC SOLUTION

Sourced and installed specialty sustainable materials through clear communication and artisanal problem-solving.

✅ THE OUTCOME

Achieved "global-stage" results. The fitout was featured in INDESIGNLIVE and longlisted for the 2024 Dezeen Awards for sustainable interiors.



the Just Group

📍 National rollout



smiggle®

dotti.



peteralexander

portmans

JACQUI·E

🔗 SCOPE

Collaboration across 7 fashion brands and 1,000+ locations over 15 years. Peter Alexander, Just Jeans, Jaylays, Jacqui E, Portmans, Dotti and Smiggle

🏠 CHALLENGE

Providing a personalized, boutique-level service for over a decade to one of Australia's largest retail groups.

💡 THE HALLMARC SOLUTION

Consistently demonstrating a commitment to personalized service and the ability to "jump through fiery hoops" for curly projects.

✅ THE OUTCOME

A long-term partnership where Hallmarc remains a "foremost choice" for shopfitting due to cost-effective and top-notch outcomes.



DISSH Boutiques

📍 Head Office - Level 28, George St, Brisbane

🔧 SCOPE

Project management, on-site supervision, off-site manufacture

🏗️ CHALLENGE

DISSH is a female-founded Australian fashion brand that's all about looking good and feeling good. They needed their 1000m2 new-build head office in Brisbane to reflect the brand's essence: sustainably minded, thoughtfully designed, and laidback style.

💡 THE HALLMARC SOLUTION

Working in accordance with architectural design and specifications, the Hallmarc team were able to seamlessly pivot to accommodate design changes. We re-quoted swiftly, secured council approvals, all while maintaining the project schedule. In fact, we delivered it two weeks early.

✅ THE OUTCOME

The end result is an immersive space brimming with light, texture and elegance. It's a space that makes employees want to stay (not rush out the door). And an environment where they feel inspired to do their best work.



The Eveleigh

📍 Display Suite, Broadbeach

🔧 SCOPE

Project management, trade coordination, program management, delivery

🏗️ CHALLENGE

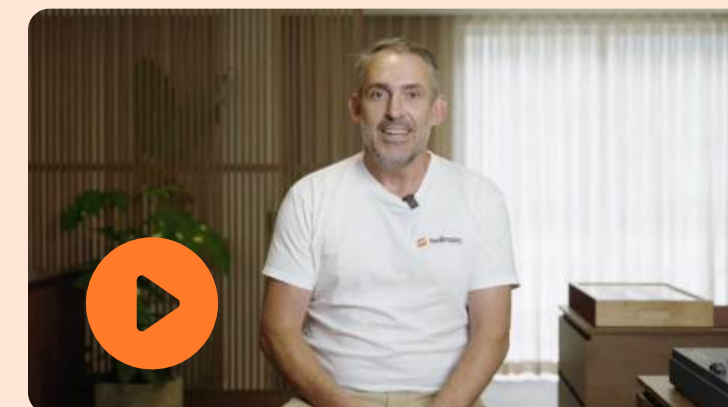
Deliver a complex commercial display environment within a fixed 4.5-week program, coordinating all trades and maintaining design integrity

💡 THE HALLMARC SOLUTION

Senior-led team managed trades, program constraints and the client's design vision within a fixed timeframe

✅ THE OUTCOME

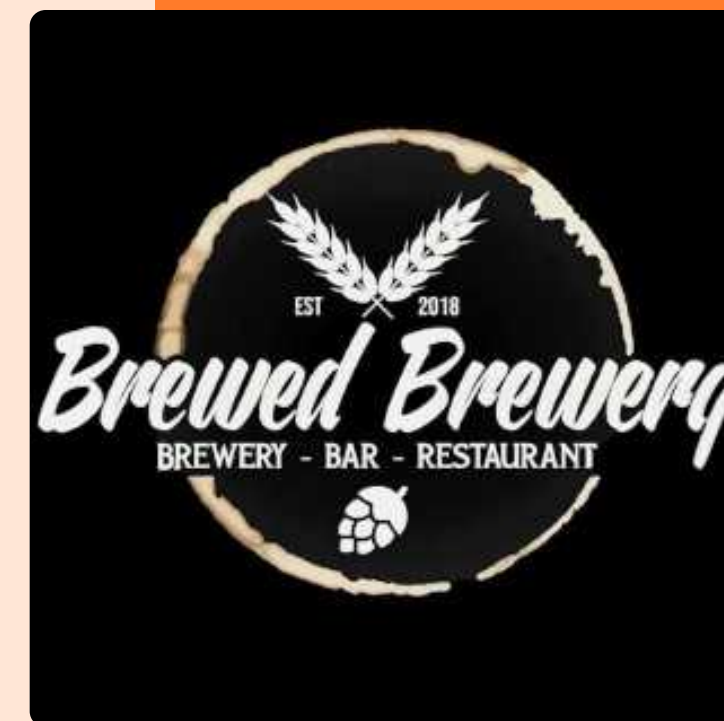
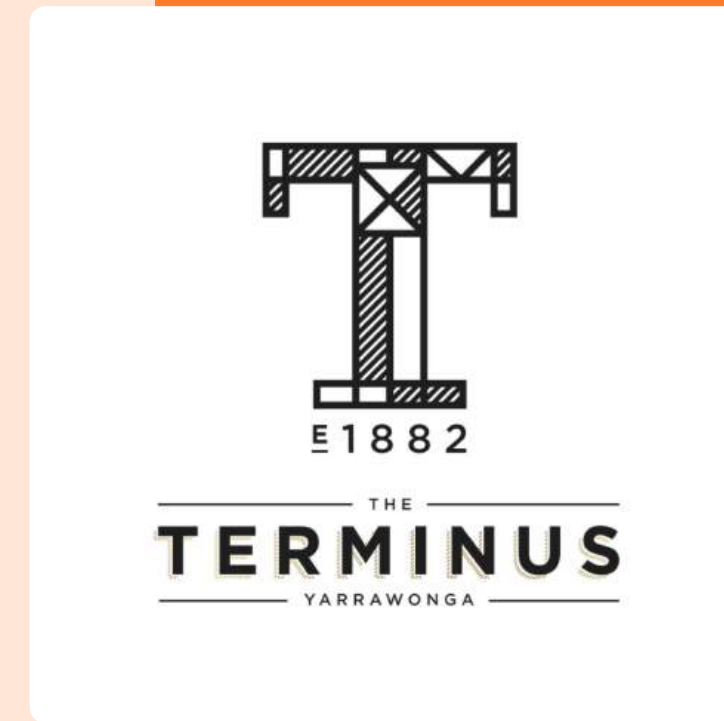
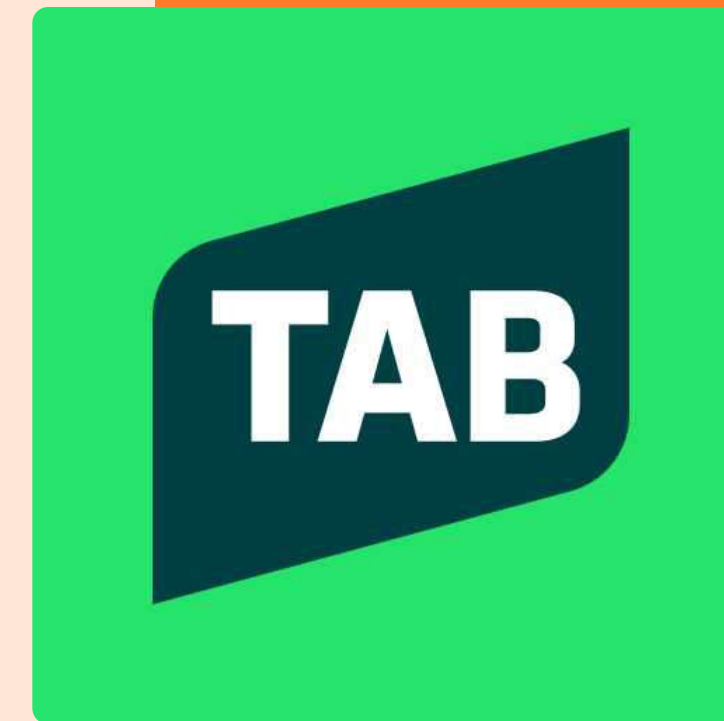
Display suite delivered on time, on budget, and to the standard the developer required to launch to market



[Click here to watch Marcus talk about our Eveleigh project](#)

Client partners: Hospitality

Hospitality brands and operators partner with us for great quality, service and turnkey delivery



Why hospitality?

Hospitality demands precision, coordination, and deep technical expertise — and that's where we stand apart.

Back-of-house expertise

We go beyond front-of-house finishes, delivering fully integrated kitchen and service environments including exhaust systems, grease traps, hydraulics, and three-phase power.

Built for operational performance

We understand that great venues aren't just designed — they need to function seamlessly under pressure, day in and day out.

Beyond joinery

Unlike joinery-only providers, we deliver complete hospitality fitouts — ensuring every element is operational from day one.

 **3-Phase power**

 **Hydraulics**

 **Plumbing**

 **Exhaust Systems**

 **Commercial Ovens**

 **Fire Sprinkler Systems**

 **Smoke Detectors**

 **Grease Traps**

 **Waste Management**

 **Drive Throughs**

Hospitality expertise, from the inside

Sean O'Meara, strategic adviser and hospitality specialist, shares his perspective on what sets Hallmarc apart.

I am excited to have joined Hallmarc as a strategic advisor and hospitality specialist focusing on growth, strategic partnerships, operations and systems across our network of retail, commercial and hospitality.

I bring 22 years' experience across Restaurants, bars, pubs, wineries, cafes across Australia's hospitality sector — from advising, owning and operating venues to working with operators across 3,700 sites through previous technology and software businesses — so I understand what operators need and Hallmarc have the experience, the knowhow, team and more importantly the 'can do' attitude that you would want to see from a fit out partner - and how to deliver it.





Zambbrero

📍 National rollout

🔗 SCOPE

Continuous partnership supporting a significant national store rollout across QSR chain Zambbrero.

⚠️ CHALLENGE

Maintaining extreme quality consistency and craftsmanship while scaling rapidly across diverse national locations.

💡 THE HALLMARC SOLUTION

In 2021 we installed our first Zambbrero site. Our senior team provided a "level of calmness" and concise communication to navigate the high-pressure rollout schedule.

✅ THE OUTCOME

Hallmarc is recognized as a "standout in the pack" for attention to detail and producing top-tier finishes that drive brand growth.



Terminus Hotel

📍 Yarrowonga

🔧 SCOPE

Comprehensive project management across structural restoration and custom architectural elements for the historic Terminus Hotel.

⚠️ CHALLENGE

Delivering major structural works — including restumping and new structural supports — while integrating precise concrete cutting, feature archways, and detailed joinery within an existing heritage framework.

💡 THE HALLMARC SOLUTION

Hallmarc oversaw the majority of the build, coordinating structural reinforcement throughout the property and managing complex concrete modifications. Custom internal cabinetry was delivered alongside bespoke timber-finished windows and doors, carefully crafted to align with the design intent and architectural character of the hotel.

✅ THE OUTCOME

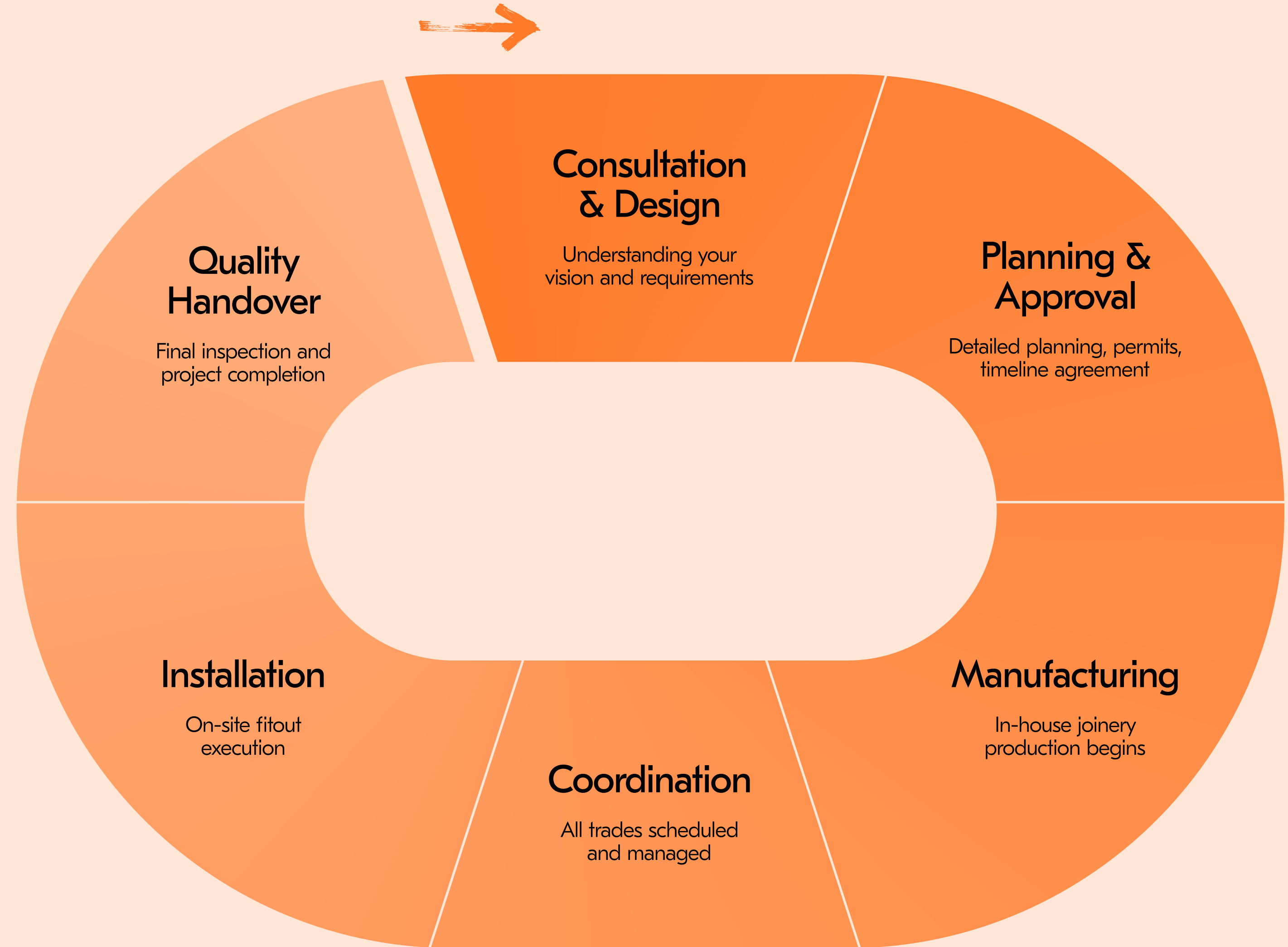
A structurally revitalised and design-led hospitality space that balances durability with craftsmanship. The Terminus Hotel now reflects both its historic foundations and a refined contemporary finish.

Our process

Our process steps might seem pretty standard, but the service and spaces we deliver are extraordinary.

There are a few things we do differently. Our senior team keep you informed every step of the way. Our in-house joinery manufacturing boosts efficiency and innovation. Our maintenance service helps you keep your space looking its best from day 1 to day 1001 – and beyond. And while, personally, we may be easygoing, we take our profession seriously.

We're Cm3 certified and have a spotless track record when it comes to safety, with zero incidents on site in our ten years of operations. As are some of our recent accolades (Interior Design Excellence Awards, Dezeen Awards) for sustainably designed spaces. And we do it all with professionalism, an eye for detail, and a get-it-done attitude.



Why Hallmarc?

In-House Manufacturing & Turnkey Project Management

Joinery Control:

Our in-house workshop gives us complete control over quality, costs, and custom design solutions. Where needed we use existing relationships with quality joinery manufacturers across Australia.

Single Point of Contact:

We offer everything under one roof—from initial scoping and manufacturing to ongoing maintenance.

Trusted Trade Network:

We maintain longstanding ties with specialised trades (electrical, masons, plumbers, and artisans) to ensure premium finishes.

Senior-Led, Personal Service

Expert oversight:

You are guaranteed a senior team for the duration of your project and direct access to Managing Director Marcus Hall.

Solid Internal Team:

75% of our staff have been with us for five years or longer, ensuring deeply-embedded knowledge of your brand.

Calm Communication:

Clients highlight our ability to deliver information in a clear, concise, and calm manner, regardless of project complexity.

Speed to Action - transparent and timely communication

The record:

98% of our 650+ projects have been delivered on time.

The Impact:

Accelerates your return on investment by getting your doors open sooner.

Reliability

22+ years experience:

We know things don't go to plan and we work around small and large issues as they arise, we are solutions focused

Australia-wide network:

We've got a trusted trade network Australia wide

Stellar track record:


Proven multi-site rollout capability across retail, hospitality and QSRs.


Deep hospitality network:

Through Sean O'Meara, we bring access to an extensive hospitality network built over 22+ years and 3,700+ venue launches

Ready to deliver your next project faster, with less stress?

 hallmarcfitouts.com.au

 (07) 5571 5551

 Unit 2/2 Inventory Court
Arundel QLD 4214

 441 Little Bourke St,
Melbourne, 3000



Marcus Hall
Managing Director

Phone: 0406 129 744
Email: marcus@hallmarcfitouts.com.au



Jade Hewett
General Manager

Phone: 0431 711 080
Email: jade@hallmarcfitouts.com.au



Zoe Duncombe
Project Manager

Phone: (07) 5571 5551
Email: zoe@hallmarcfitouts.com.au