

2019

STERLING BIM

Creating New Dimensions



STERLING BIM

Innovative Company Profile

To ensure having the best experience while going through our company profile, please download our Augmented Reality (AR) mobile app.

You can use the app in the pages marked with  in multiple case study pages. You will be able to experience and visualise the project in an Augmented 3D Environment.

Scan here

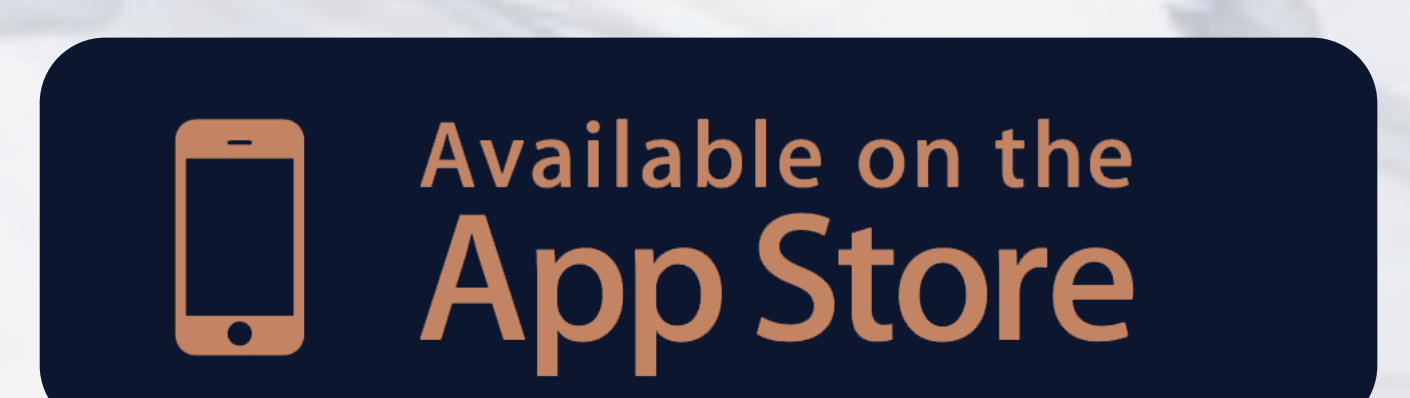


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CHAIRMAN **STATEMENT**



SAHEL MAJALI

Mid Group Chairman

Mid Group are a UK BIM Level 2 accredited, contracting and consulting company based in London and the Middle East.

Within the Mid Group, a specific company, Sterling BIM, has been established to deliver BIM services both across the Group and externally to clients.

Sterling BIM comprises an in-house team of modellers, app developers, consultants and BIM managers to enable delivery of our BIM services across a wide variety of sectors and activities.

BIM is an integral part of the delivery of all Mid Group construction projects and we have developed our in-house capability to ensure that we can derive maximum benefit and value from BIM.

We see BIM as a key tool in delivering better construction outcomes for clients and is vital in engaging with new and emerging technologies, whether they are VR, AR, MR, AI, Robotics, 3D printing, Internet of Things or blockchain. All these new technologies will rely on accurate and detailed BIM.

COMPANY OVERVIEW

We are an in-house team within Mid Group with a passion towards BIM and a unified vision. Our team is full of talented, creative, and competent individuals with a wide spectrum of backgrounds; architectural, structural, MEP, and infrastructures.

OUR VISION

- Taking the time to understand our Clients' needs, and ensuring they are met.
- Delivering value from the BIM process
- Full adoption of BIM on all projects.
- Delivering excellence at every stage of the projects' life-cycle
- Innovating and challenging accepted wisdom.
- Employing the best people and giving them the skills and resources to excel in their careers.
- Undertaking research to develop new technologies and methods to better serve our Clients.

OUR TEAM

- A multi-disciplinary in-house BIM team within Mid-Group.
- Based in London and Amman, working across sectors, all stages of construction projects and directly for Clients, Consultants and Main Contractors.
- Delivering a wide range of services with BIM at the centre.
- We create new methods to further develop how BIM is used and shared.

WHY STERLING BIM

Sterling BIM is a highly agile company with its ability to rapidly adapt to market and environmental changes in the most productive and cost-effective ways by maintaining new tools, processes and developed services in meeting customer demands and adjusting to the changes in the built environment.



Stephen **Chudley**

MICE, CMgr, MCMI

Managing Director

Stephen is a Chartered Engineer (MICE) and Manager (MCMI) with a depth of experience across sectors, roles and client types. He has extensive experience with the public sector having worked on hospitals, schools and sports centres for public sector clients.

Stephen first started to work with BIM in 2009 on the Brighton 3Ts hospital project whilst working for the main contractor, Laing O'Rourke, developing a BEP and driving and managing the design team to produce a model with all rooms and hospital equipment modelled and previewed.

Wajdi **Sahawneh**

MSCM, PE, AssocRICS, PMP®

General Manager

Wajdi has a Master degree in construction management, he is a Project Management Professional and has more than 10 years of diverse experience in on-site construction operations, design management, technical supervision and project coordination.



An extensive theoretical and practical experience of Building Information Modelling (BIM) and its applications within the construction industry (4D scheduling, 5D costing and estimation, clash detection/resolution, and multi-disciplinary collaboration). Wajdi has a deep knowledge in utilisation of discrete event simulation in conjunction with Lean Construction concepts and tools in construction operations improvements and process optimisation.



CREATING **NE**



NEW DIMENSIONS

BIM SERVICES



3D Modelling & Content Creation - We have a multi-disciplinary team who can create models for any sector, at any stage of the process, for any purpose from tender information through to reinforcement detailing.



4D Programming - We regularly produce logistics and programme modelling. Our programme information is directly linked to the model quantities and cost information.



5D Cost Estimation – Our team is very experienced in extracting model-based quantities. This ranges from simple area quantification through to fully detailed NRM cost plans taken directly from our detailed models: all within tight timescales for tender information.



6D Sustainability Support - We provide a wide variety of tailored sustainability services to suit our clients' needs whether it was energy modelling, LEED/BREEAM consultancy or even energy auditing of existing buildings.



Augmented Reality Integration - We develop Augmented Reality apps to display your project in AR.



Virtual Reality Creation - We have produced Virtual Reality models for multiple Clients, including a major acute hospital re-development which incorporated all equipment allowing for clinical staff engagement.

CONSULTANCY SERVICES

Project Management - Client-side project management support throughout the projects' life-cycle.



Design Management

- Multi-disciplinary co-ordination through clash detection.
- Design due diligence.
- Full Design Management Service.

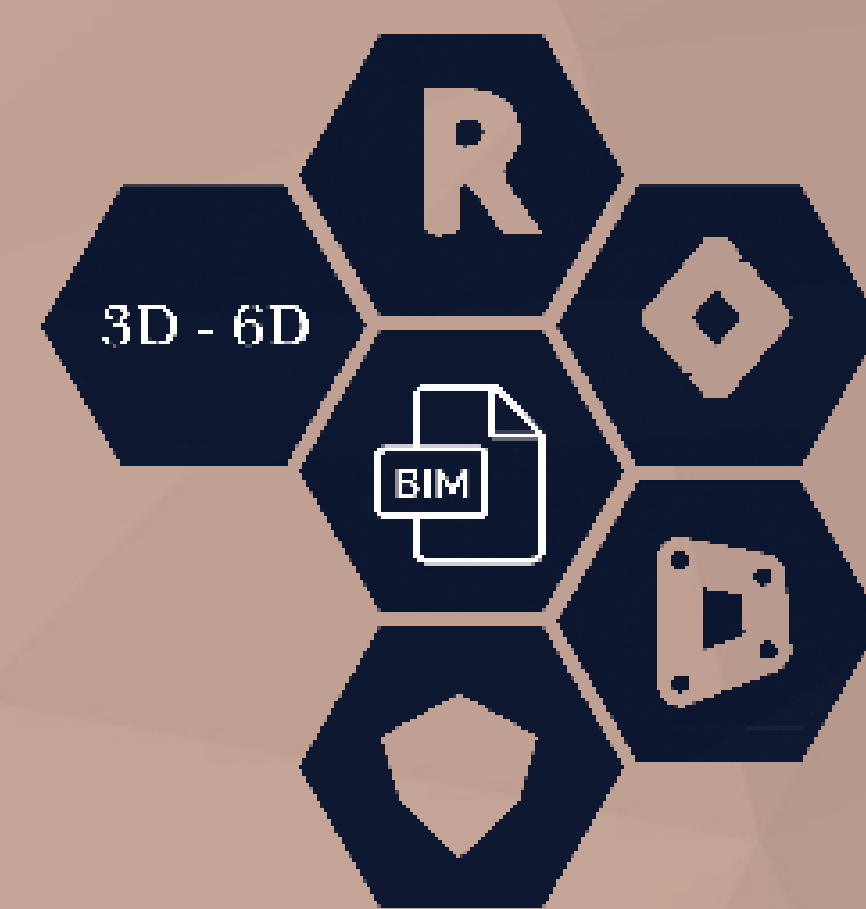


Temporary Works Design - Full design capability.



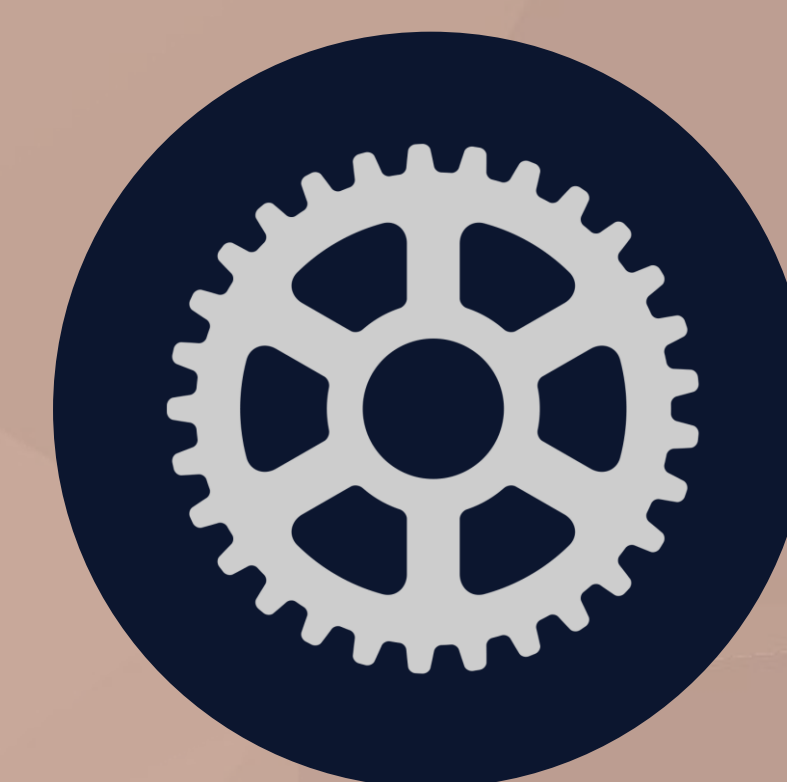
BIM Support

- Training and documentation to establish delivery of BIM.
- BIM Level 2 accreditation and support.



7D Integrated Facility Management

Full capabilities of developing AIRs and production of AIMs in addition to implementation and training of “BIM for Operation” to owners and operators.



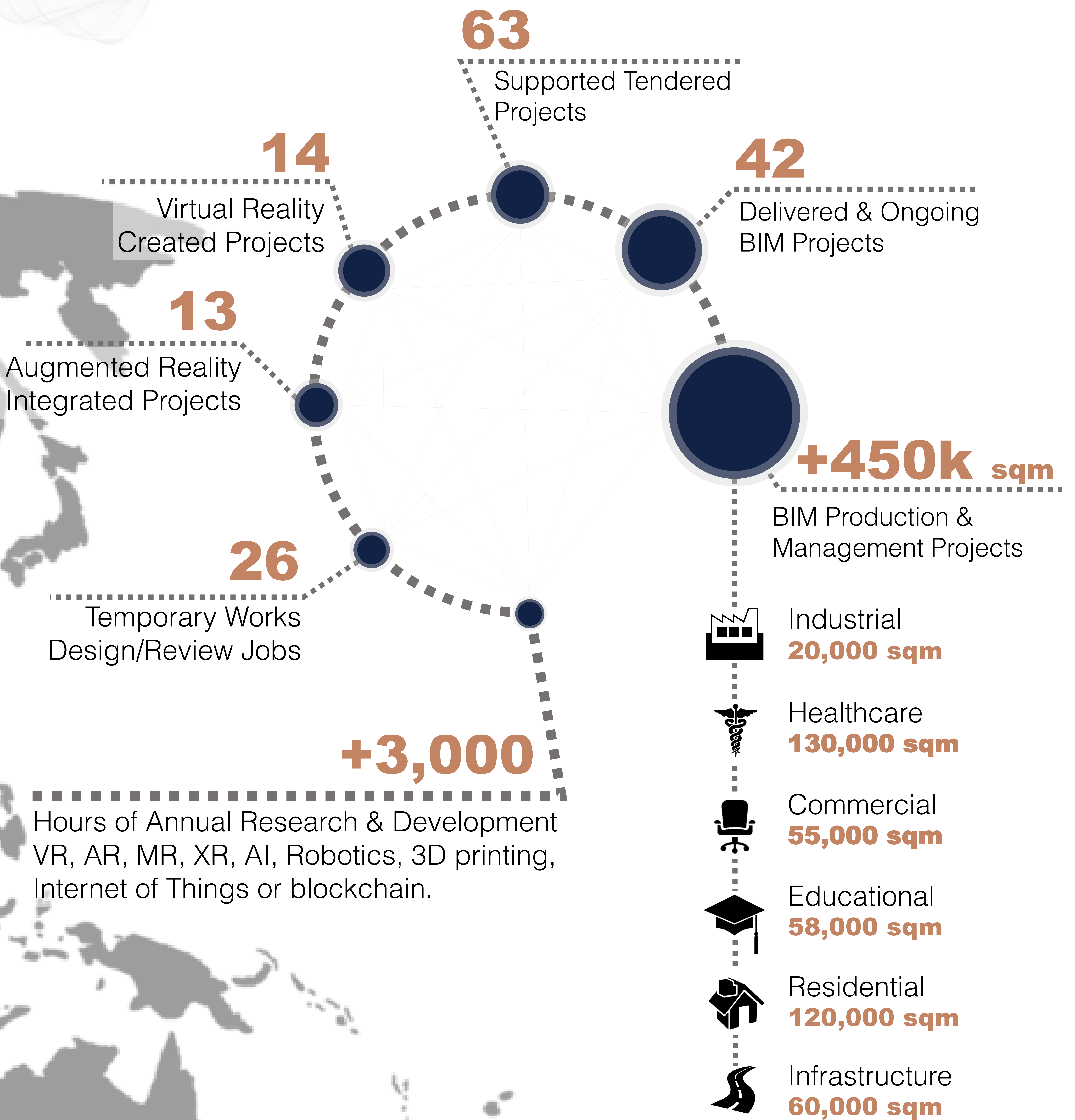
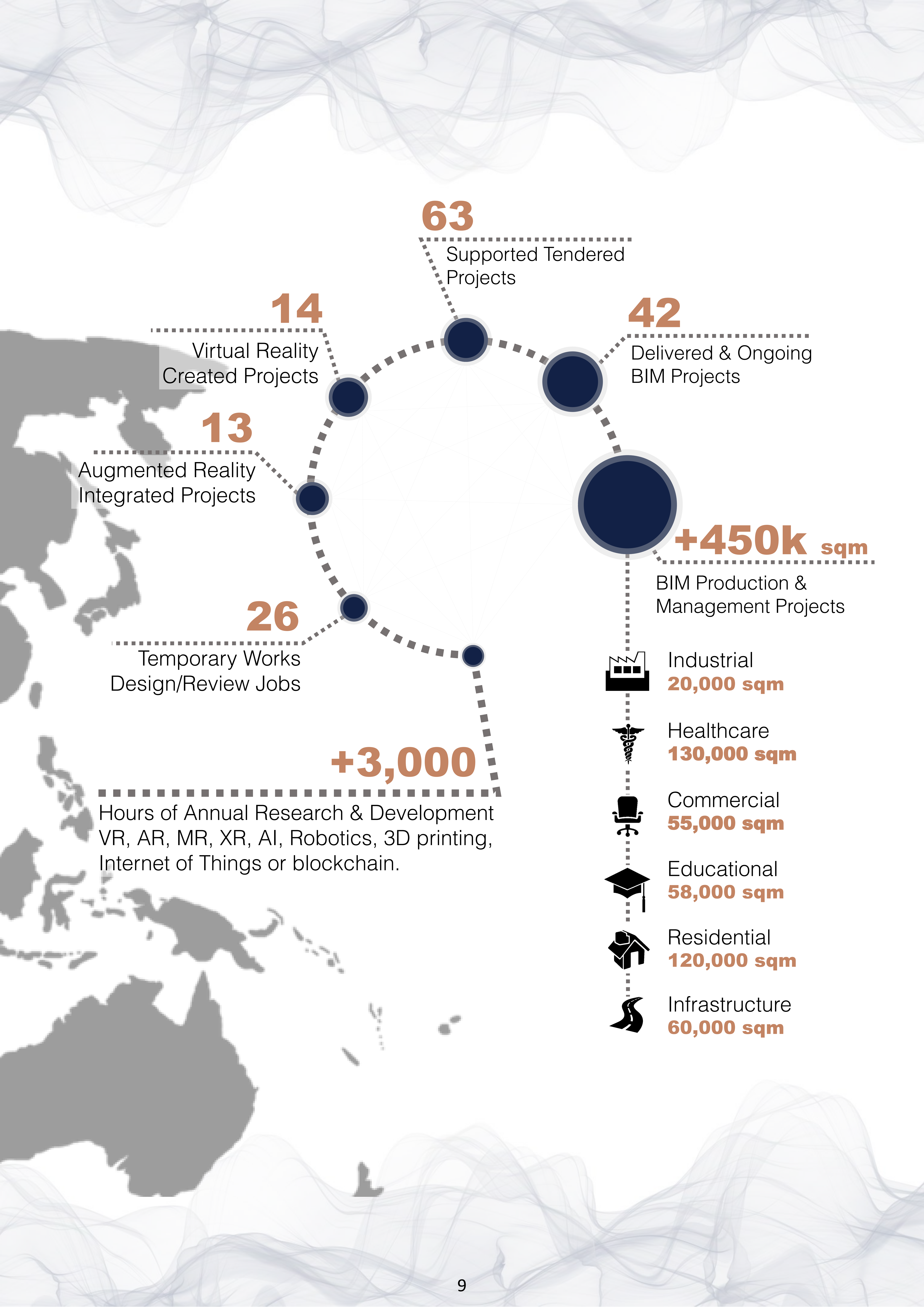
Research & Development

Develop new methods of working through partnerships with academia, software and hardware companies.



STERLING BIM **SUMMARY**





A close-up, shallow depth-of-field photograph of a person's hands and arms. The person is wearing a dark blue suit jacket. Their right hand is holding a silver pen, and their left hand is holding a white document. The background is blurred, showing what appears to be an office setting with a window. The text 'CLIENT REPRESENTATION' is overlaid in a bold, dark blue font on the lower left side of the image.

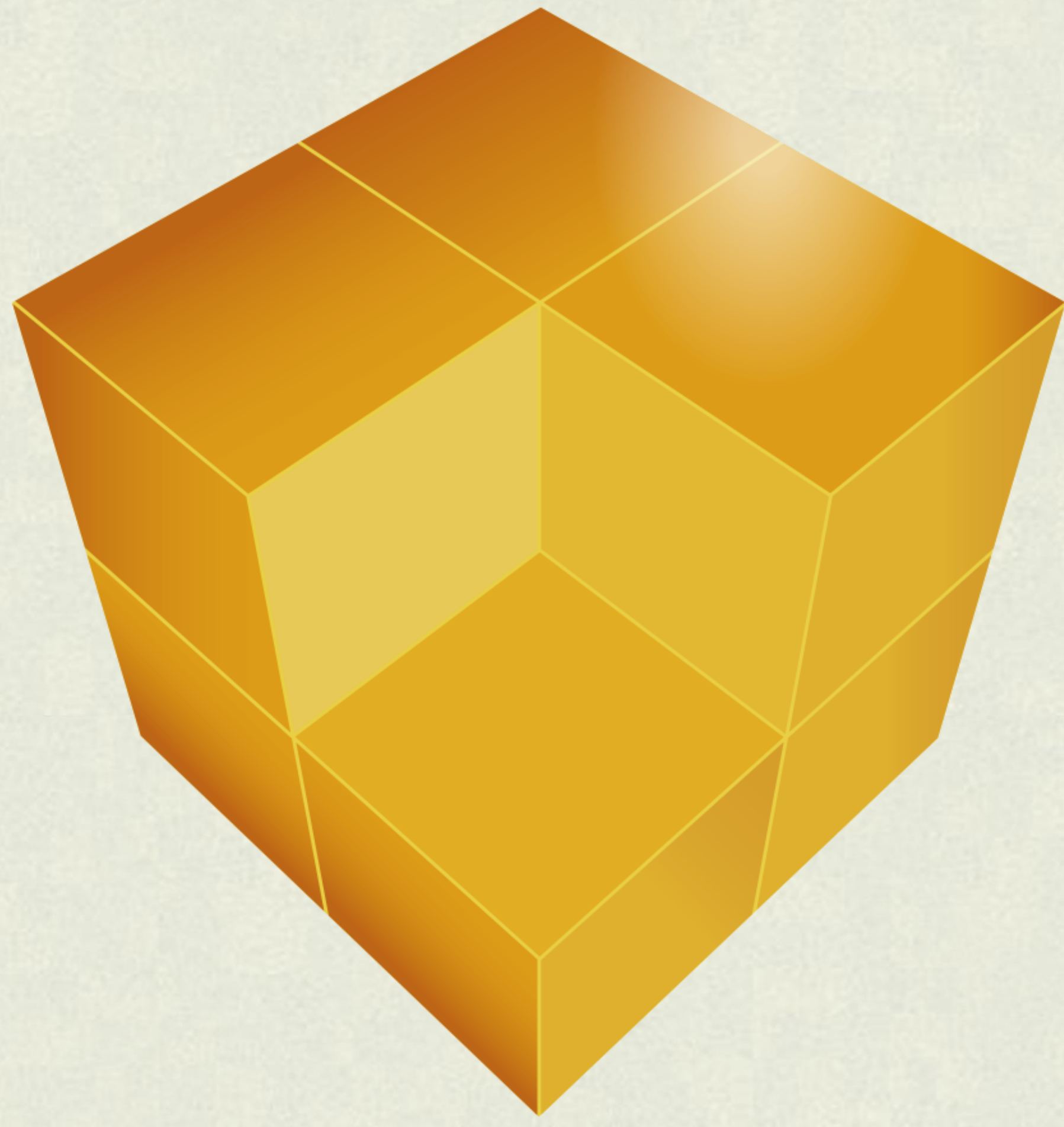
CLIENT REPRESENTATION



When it comes to Project & Design management and BIM implementation, we provide an objective and independent overview of the entire process for any project as well as anticipating problems, maintaining realism about goals and ensuring a successful outcome. We are continuously striving to achieve the utmost benefit for our clients bearing in mind their required outcome of the project, we help tackle all corners of the problem to make sure we arrive at a streamlined solution convenient to all stakeholders.

VIRTUAL REALITY (VR) **CREATION**





ENSCAPE™

Authorised **Reseller**

Enscape™ is a virtual reality and real-time rendering plugin for Autodesk® Revit®, SketchUp, Rhino and ArchiCAD. With just one click, you can start Enscape™ and within seconds walk through your fully rendered project - no uploading to the cloud or exporting to other programs required! All changes in your BIM tool are immediately available to evaluate in Enscape™. You are able to quickly explore different design options and present projects to clients.





VR-INTEGRATED **MOCK-UP**



VR mock-ups are cost efficient, faster to build, flexible to changes and more accurate. It is the smarter approach of validating design intent and selected material.

6D **SUSTAINABILITY** SUPPORT

Out of our sense of responsibility towards our environment, Sterling BIM is committed to follow an internal Green Office Plan. Creating a healthy indoor environment with a zero tolerance policy towards smoking and towards energy and water consumption.

Our Sustainability Support services cover:

- Passive Design methods and practices
- Energy Modelling and Review
- Energy Audit
- Environmental Impact Assessment
- BREEAM / LEED Consultancy

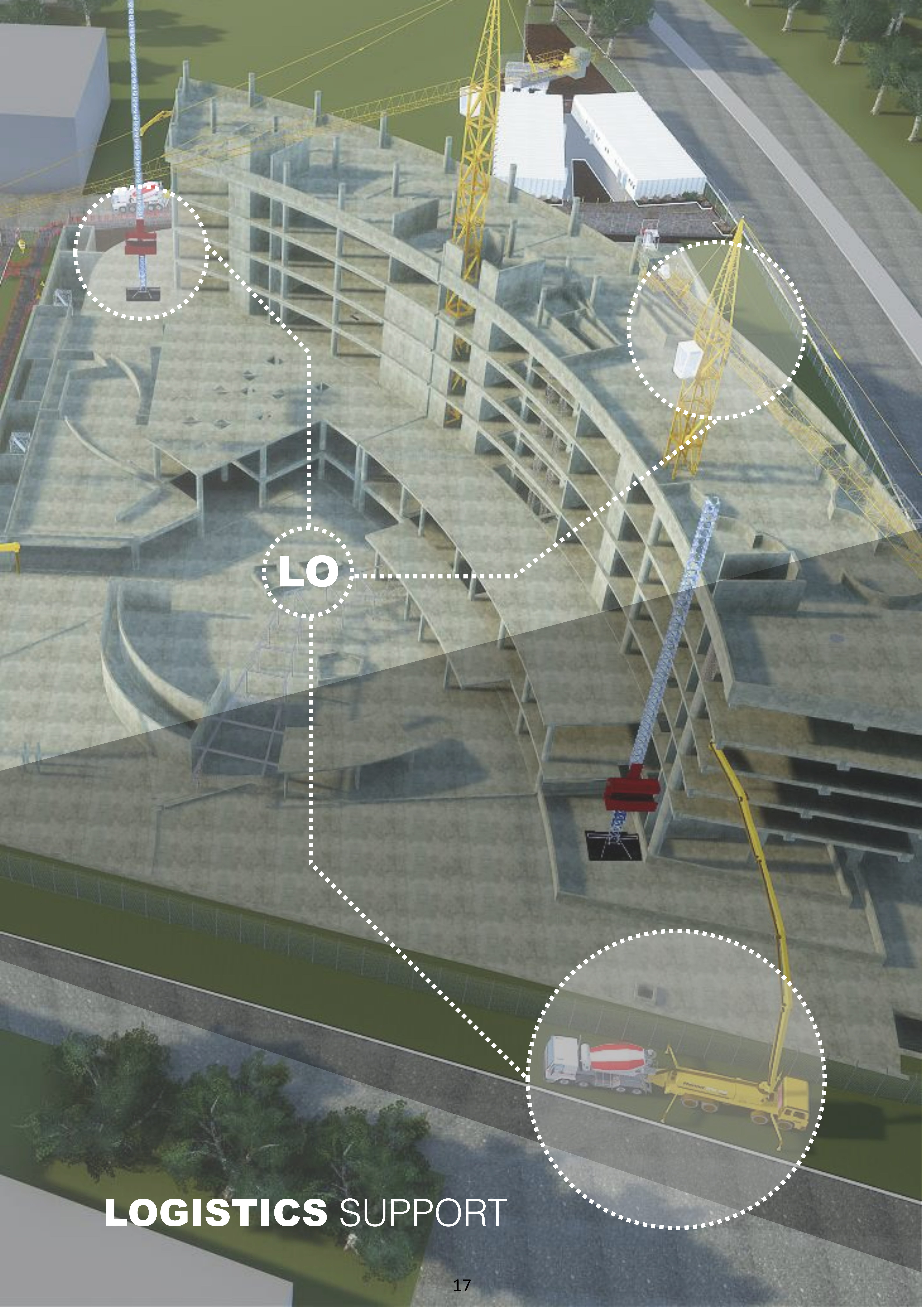
Sterling BIM is a sliver Member of Jordan Green Building Council



Definition...

“Sustainability can be defined as the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.”

*LEED Principles and Green Associate Study Guide,
(U.S. Green Building Council, 2014)*



LO

LOGISTICS SUPPORT

Innovative CGI **Production**



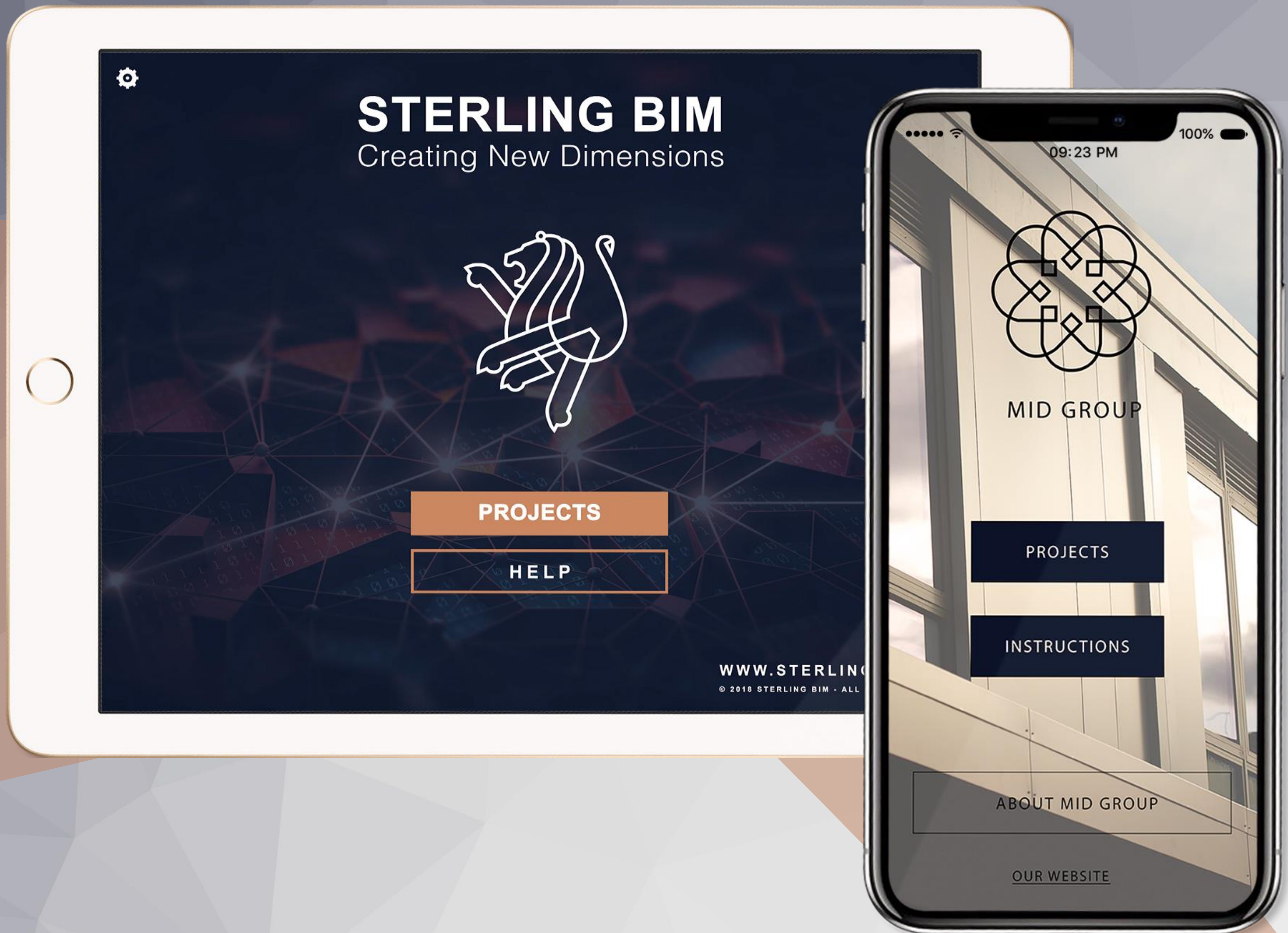
DoubleE. **CGI**

A double exposure photograph is the superimposition of two exposures to create a single image. This is basically achieved using double exposure glasses that filter out each image using a colour filter screen.

You start by taking out the pair of DoubleE glasses found on this page and simply putting it on. After that, cycle through covering one eye and seeing through the other. Hope you appreciate it!



AUGMENTED REALITY (AR) **INTEGRATION**



Experience the 3Ts development in 3D (AR)

Sterling BIM developed a fully functioning Augmented Reality (AR) mobile application for the £510 million redevelopment of the Royal Sussex County Hospital in what is thought to be a first in the NHS. The app provided the capability to explore the new hospital more than three years ahead of completion of stage 1 building.

Find out all about Mid Group projects in an Augmented Reality (AR) environment, read the latest updates about your local project and more.

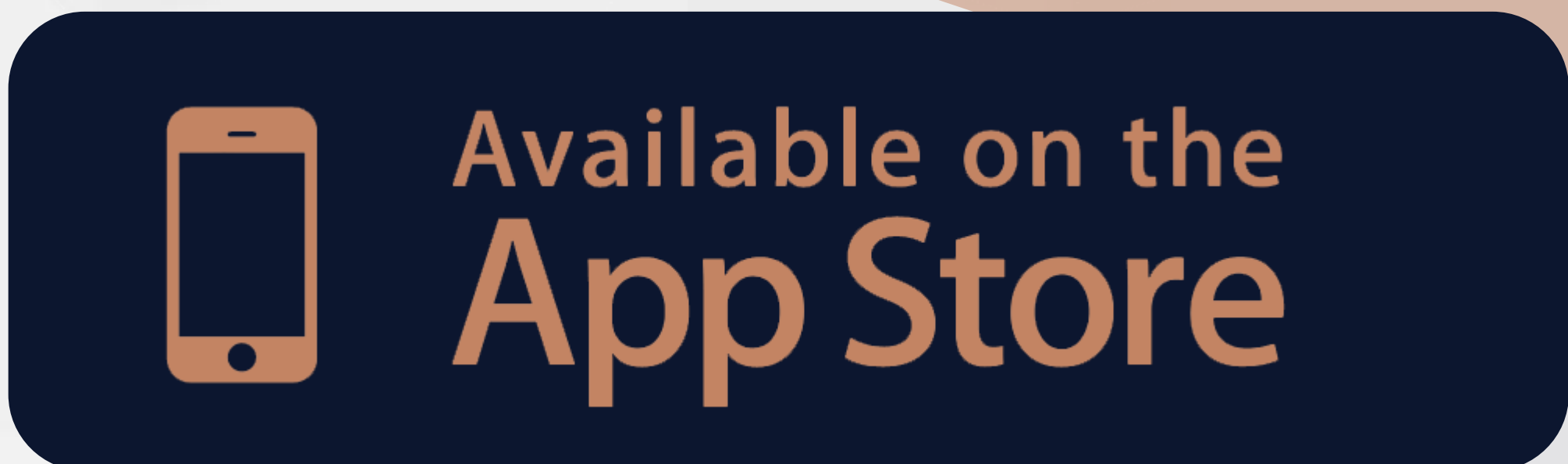
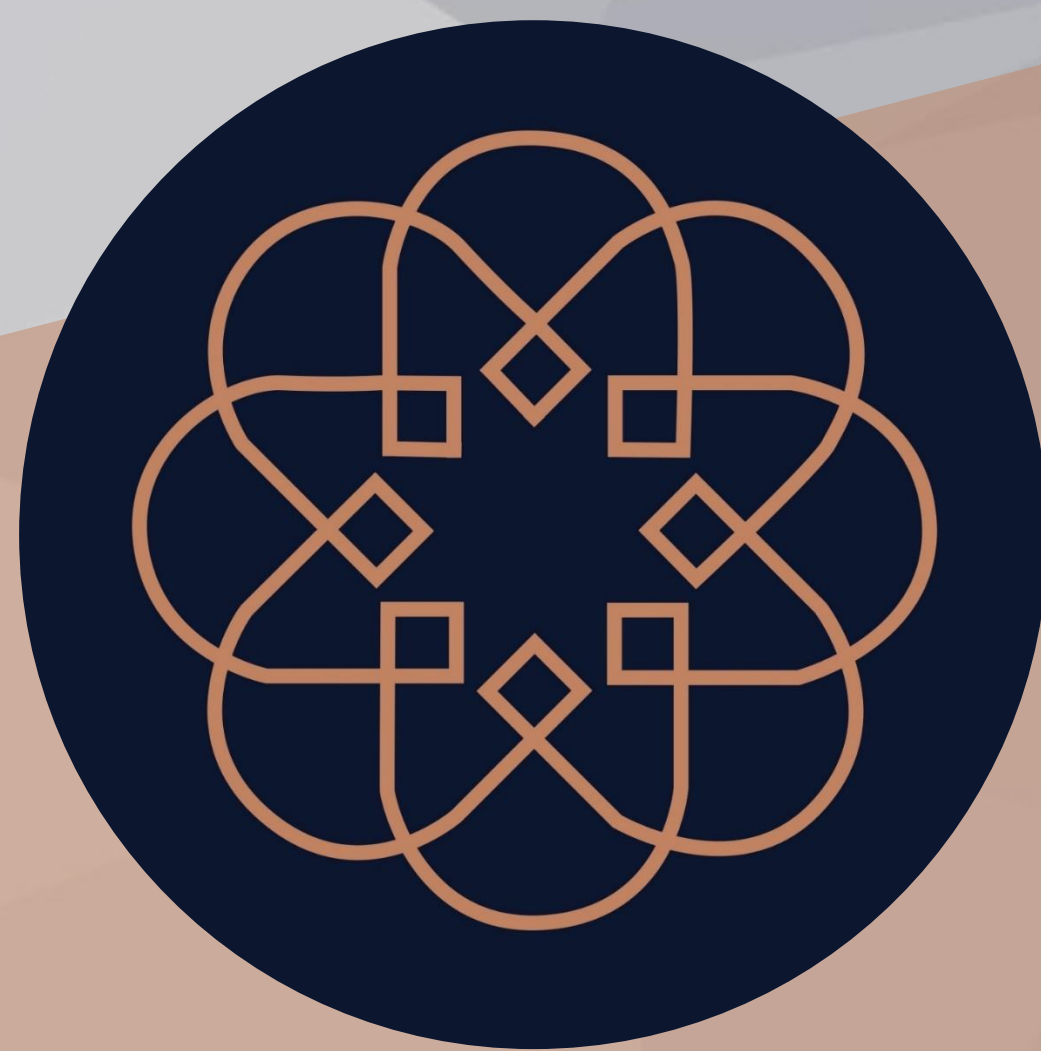
Get involved and view your local project in AR ahead of the completion of construction.

Both of our augmented reality apps let you see 3D augmentation of our projects. All you need is the app and a floor plan that can be either printed or displayed on a screen. Floor plans can be downloaded from straight from the app.

Brighton 3Ts



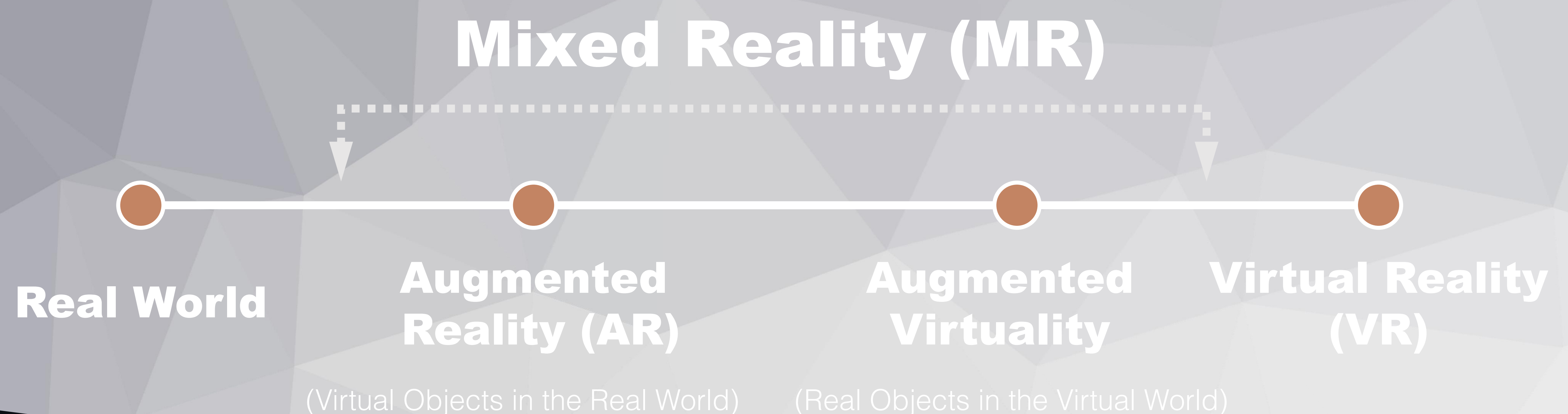
Mid Group



MIXED REALITY (MR) **INTEGRATION**

Mixed reality is referred to as the hybrid reality. It is the merging between real and virtual worlds to produce new environments and visualisations where physical and digital objects co-exist and interact together in real time.

We are fully capable of providing emerging applications to experience MR for your project.



EXTENDED REALITY (XR) **CREATION**

Extended reality is the terminology used when real-and-virtual combined environments and elements and human-machine interactions are generated using computer technologies and wearables. It includes representative forms such as augmented reality, augmented virtuality and virtual reality. and the areas interpolated among them.

While XR is still at its early developing stages in the market, at Sterling BIM, we are utilising this technology as a standard service provided to our clients.



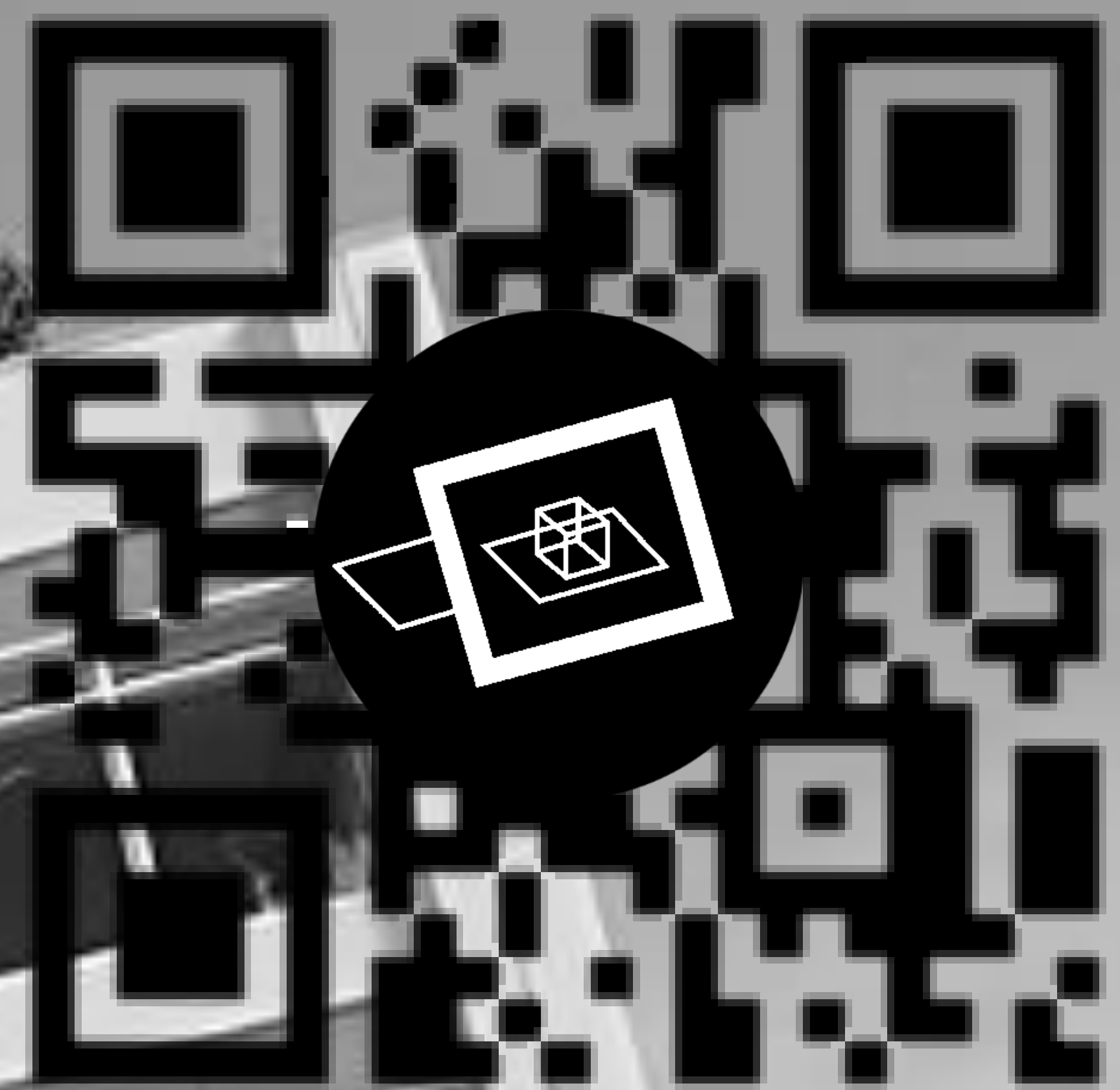
BRIGHTON 3Ts **HOSPITAL**

HEALTHCARE
BRIGHTON, UK

DELIVERABLES

- Project Management
- Virtual Reality Creation
- Augmented Reality Integration

We provided a fully functioning Virtual Reality (VR) model of the £510 million redevelopment of the Royal Sussex County Hospital in what is thought to be a first in the NHS. The model enabled the staff to explore the new hospital more than three years ahead of completion of the first of the new buildings.



”

I have been delighted with the service provided by Sterling BIM. They have provided advice, guidance and support in assessing and challenging the Contractor's performance on site. Sterling BIM has provided a truly professional service and have been an invaluable addition to our team

Duane Passman, FIHEEM

Project Director, Brighton 3Ts, Brighton and
Sussex University Hospital Trust

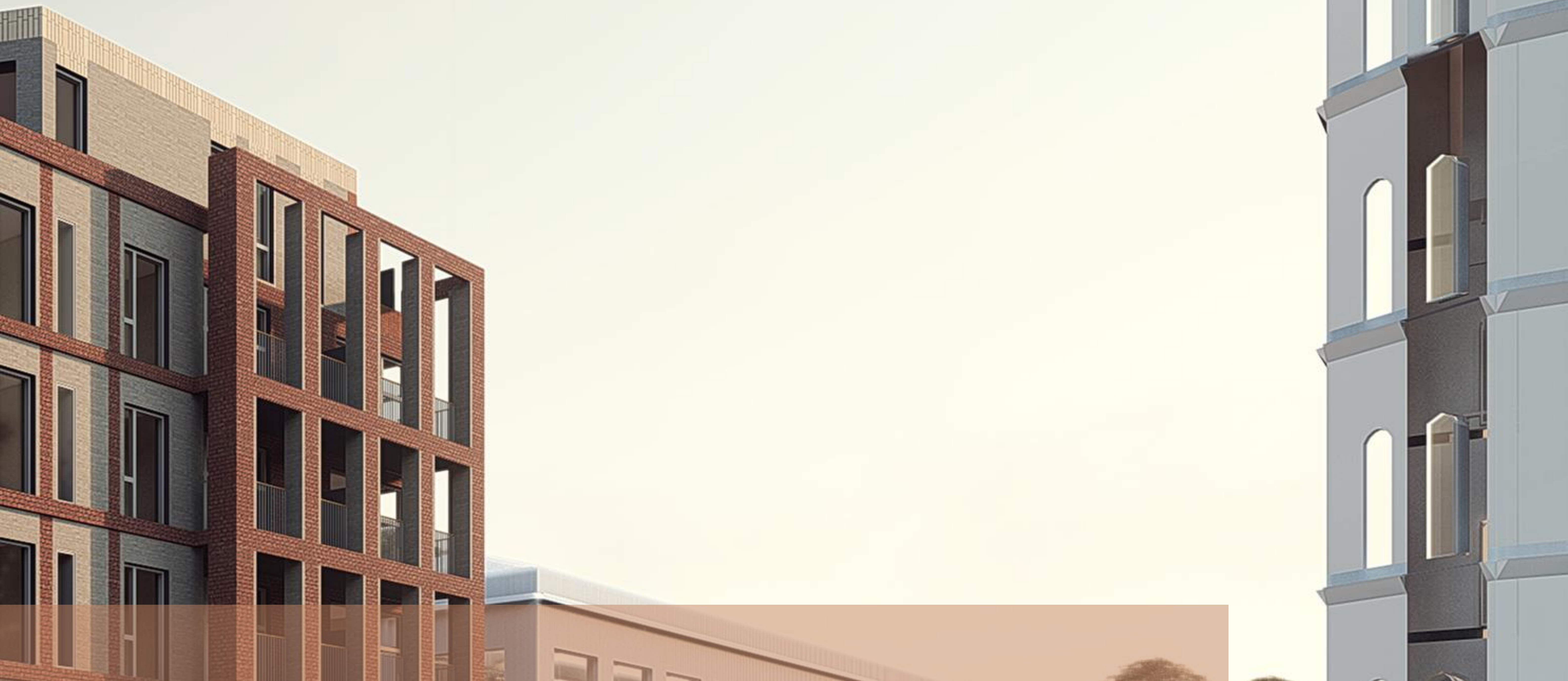
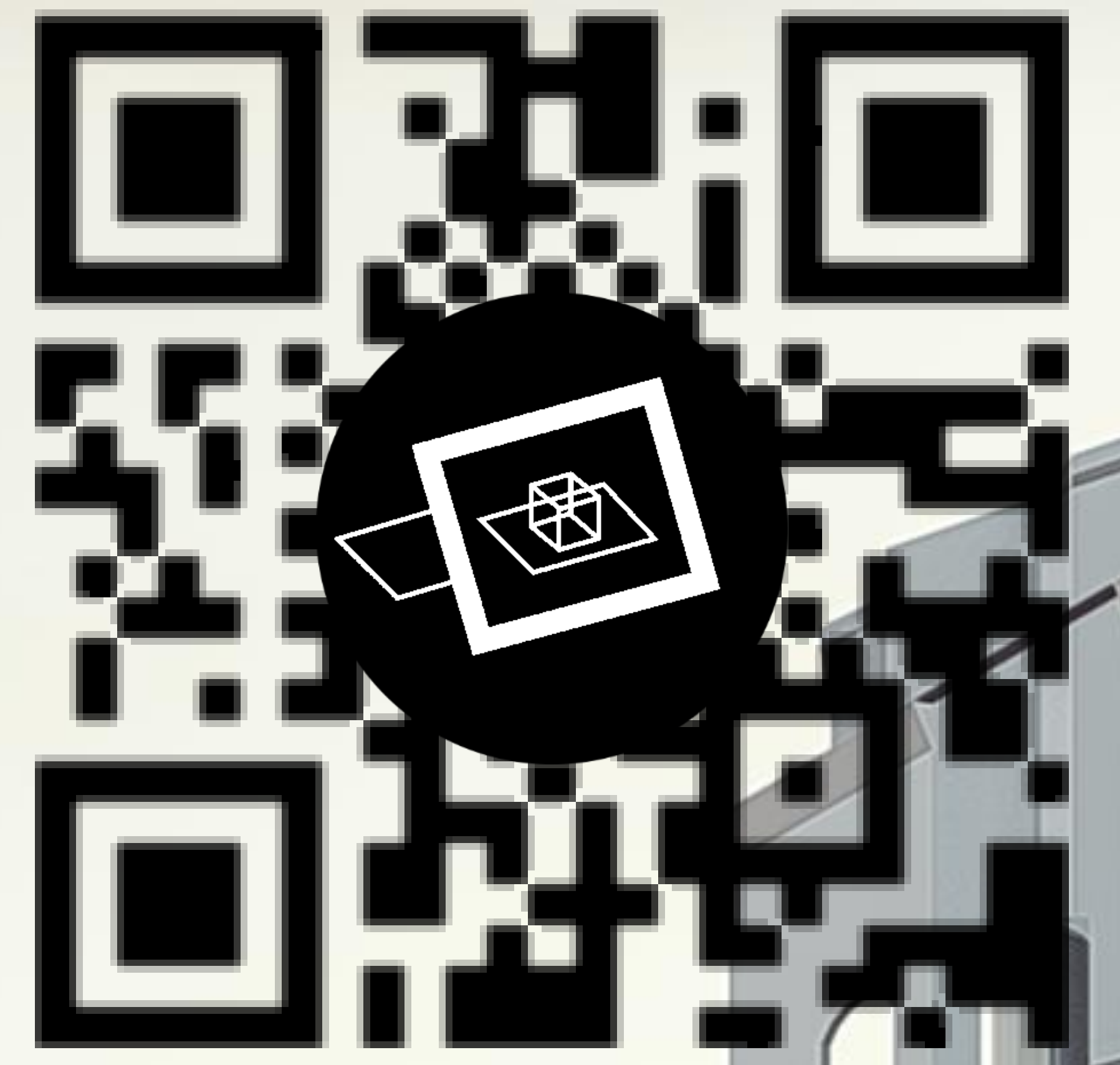
CHARLES **SIMMONS** HOUSE

RESIDENTIAL
LONDON, UK



DELIVERABLES

- 3D Modelling Services
- BIM Management
- 5D Cost Estimation
- Document Controlling
- Augmented Reality Integration
- Virtual Reality Creation



The project is a redevelopment of Charles Simmons House at the junction of Farringdon Road, Lloyd Baker St. and Margery street in Islington, London. The building comprises of G+5 stories made up of steel skeletal structure with timber infills and masonry facades, the frame is supported on anti-vibration pads that sit on a raft foundation.



BROMLEY BEACON ACADEMY

EDUCATIONAL
LONDON, UK

DELIVERABLES

- 3D Modelling services
- 5D Cost Estimation



The project is an extension and major renovation to the existing school located in Orpington, the proposed extension will have a new 180 m² sports hall, lockers and changing areas, a gym, and multiple classrooms for students.

GREATFIELDS SCHOOL – **ZONE 1**

EDUCATIONAL
LONDON, UK



GREATFIELDS SCHOOL – **ZONE 2**

EDUCATIONAL
LONDON, UK



DELIVERABLES

- BIM Management
- Virtual Reality Creation
- Augmented Reality Integration



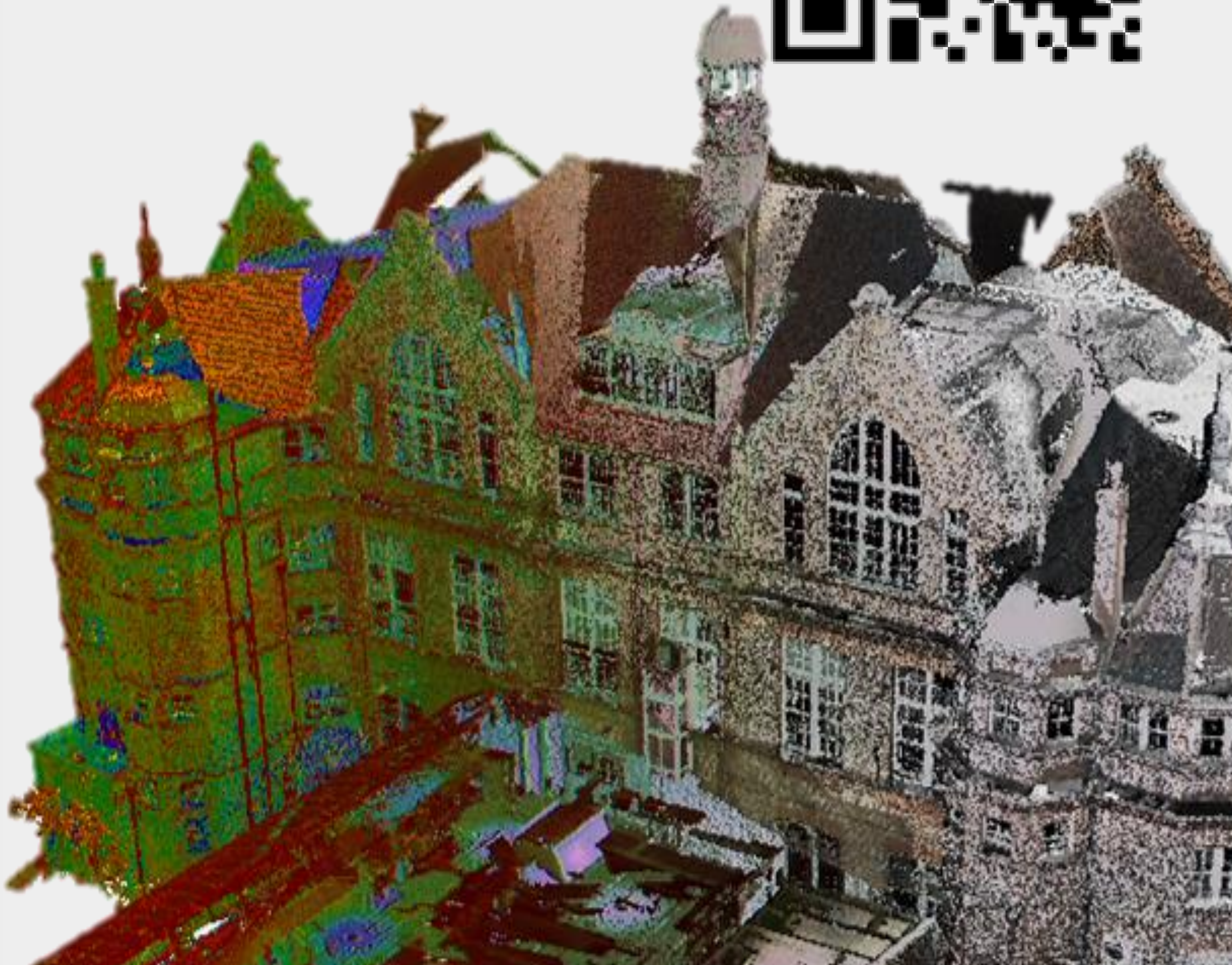
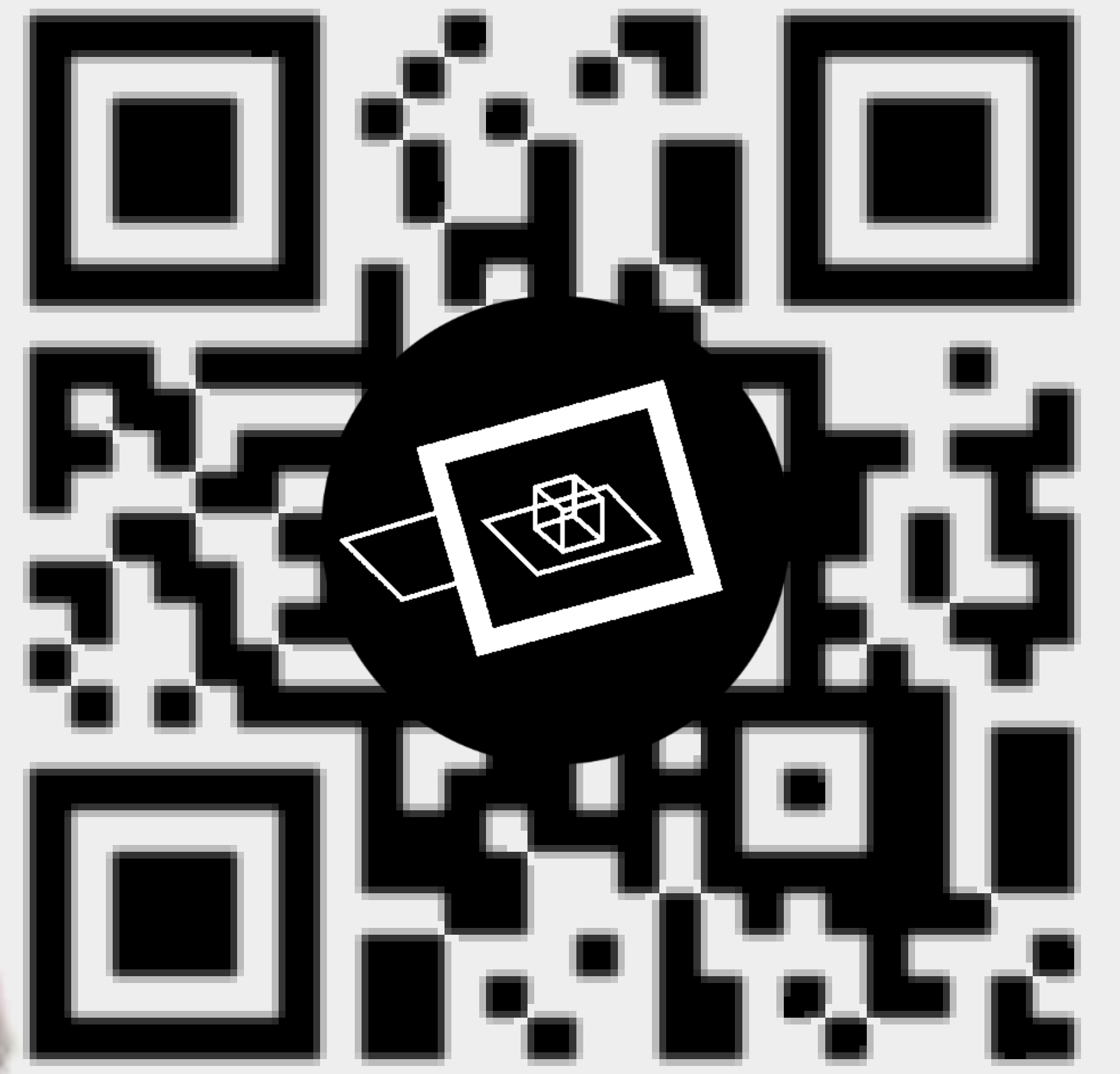


STONEBRIDGE PRIMARY SCHOOL

EDUCATIONAL
LONDON, UK

DELIVERABLES

- BIM Management
- 5D Cost Estimation
- Reality Capturing (3D Laser Scanning Development)
- Virtual Reality Creation
- Augmented Reality Integration



The development is presenting a new school building with a large assembly hall which is intended to be a multi- purpose space which will allow the School to transfer 180 pupils currently being taught at Stonebridge Primary School Annexe located at the Former Day Centre to the main School

ROBERT CLACK SCHOOL (UPPER+LOWER)

EDUCATIONAL
LONDON, UK



DELIVERABLES

- BIM Management
- Virtual Reality Creation
- Augmented Reality Integration





This major project involves the construction of a new school hall, teaching blocks and specialist teaching areas across multiple phases, on a live school site. The project is being delivered across 4 phases, to ensure the ongoing continuity of teaching at the existing school. The programme has been structured to ensure it dovetails in with the day to day operations of the school. The use of an offsite solution has resulted in less disruption to the school, as fewer deliveries to site were required and less staff were needed.

HERSCHEL STREET

RESIDENTIAL
LONDON, UK



DELIVERABLES

- BIM Management
- Virtual Reality Creation
- Augmented Reality Integration



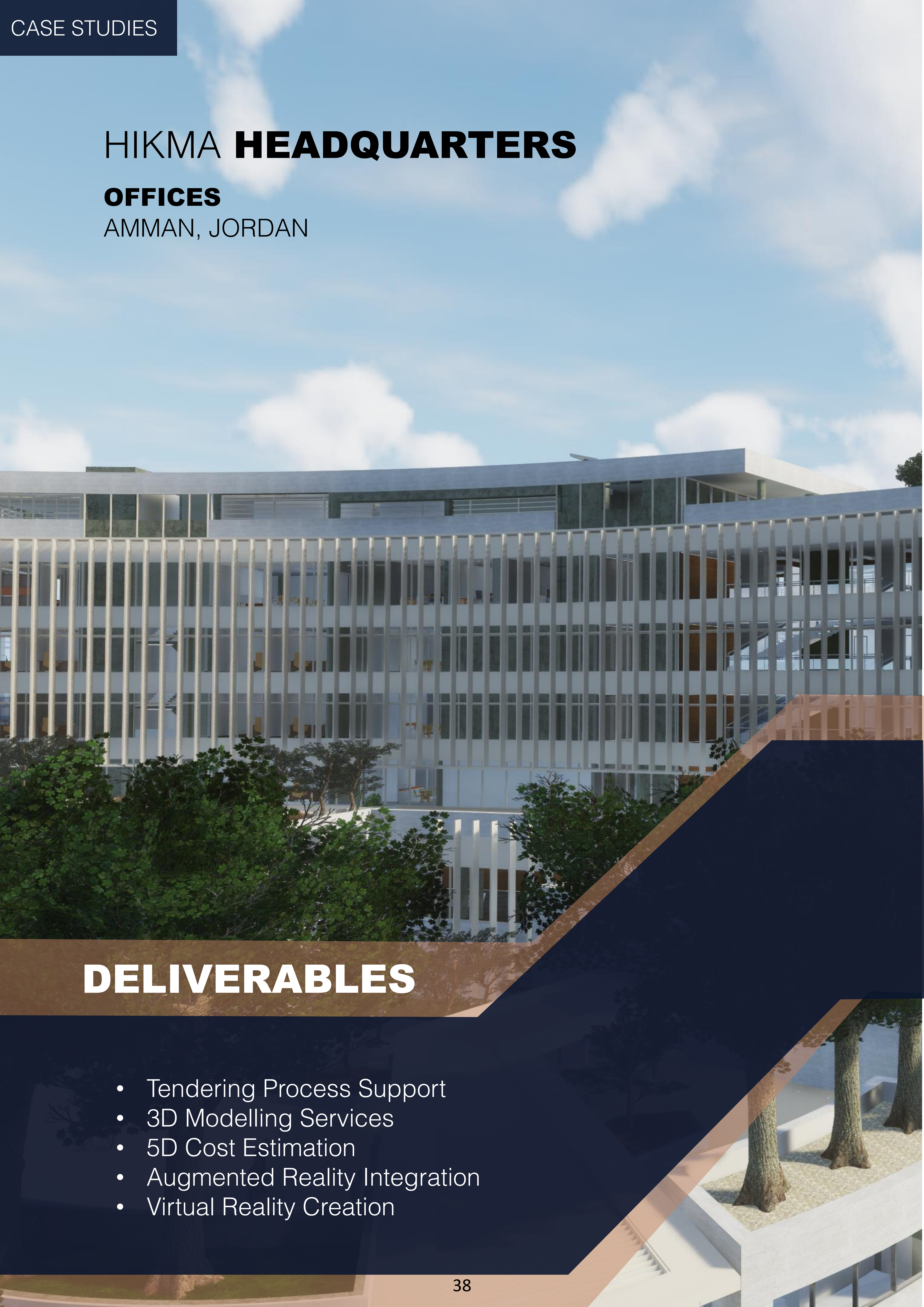
Herschel Street involves the construction of 238 residential properties for client, Click Properties.

The Mid Group has been contracted by the client to deliver this project, using an offsite solution. Mid Group are using a volumetric offsite solution, which means that 70% of the construction works are undertaken offsite, in a controlled factory environment. This has the benefit of reducing the onsite construction period to only 15 months.

HIKMA **HEADQUARTERS**

OFFICES

AMMAN, JORDAN



DELIVERABLES

- Tendering Process Support
- 3D Modelling Services
- 5D Cost Estimation
- Augmented Reality Integration
- Virtual Reality Creation

The image is a full-page architectural rendering of a modern, multi-story office building. The building features a prominent facade of vertical glass panels and a complex, angular roof structure with exposed steel beams. The interior is visible through the glass, showing multiple floors with office furniture and people working. The building is set against a bright blue sky with scattered white clouds. In the foreground, there are lush green trees and a paved area where a person is walking. A dark blue semi-transparent box containing white text is positioned in the lower-left quadrant of the image.

Hikma Pharmaceuticals, the renowned Jordanian pharmaceutical manufacturer, new headquarters comprises of two parking and service cellars, a basement and G+5 floors with a GFA of 36'000 m2, this new corporate office building will have a full capacity of 480 employees

TAFILA NEW HOSPITAL

HEALTHCARE

TAFILA, JORDAN

DELIVERABLES

- 3D Modelling Services
- 4D programming and simulation
- Elemental NRM Coding
- Multidisciplinary Coordination / Clash detection
- Augmented Reality Integration
- Virtual Reality Creation



Tafila New Hospital project is considered one of the most vital projects in the area, contributing to the development of the health sector in the region as well as improving the level of health and medical services to the people of this area.

The projects total cost is 34.3 million JOD with a total capacity of 150 beds and gross built-up area of 30'000 m2 including security buildings, multiple parking spaces, and a helipad.

GRAIN **TERMINAL** EXPANSION

INDUSTRIAL
AQABA, JORDAN

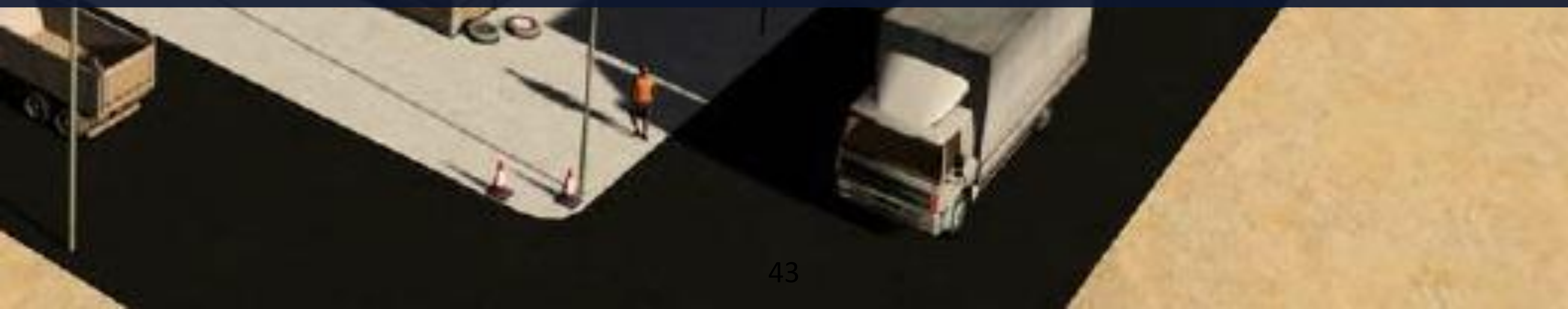
DELIVERABLES

- Tendering Support
- 3D Modelling Services
- 5D Cost Estimation
- Logistics Planning
- Construction Drawings Production



The project is a replacement to the old Grain terminal with 28 new silos and steel structure to support the additional hauling belts connecting the port with the silos.

Sterling BIM pushed the boundaries on this project and delivered **406,062** of 3D rebar elements which enabled producing BIM-based automated Bar Bending Schedules of the entire project with only a few clicks.



MARYAM’S ORPHAN VILLAGE

HEALTHCARE
THE GAMBIA



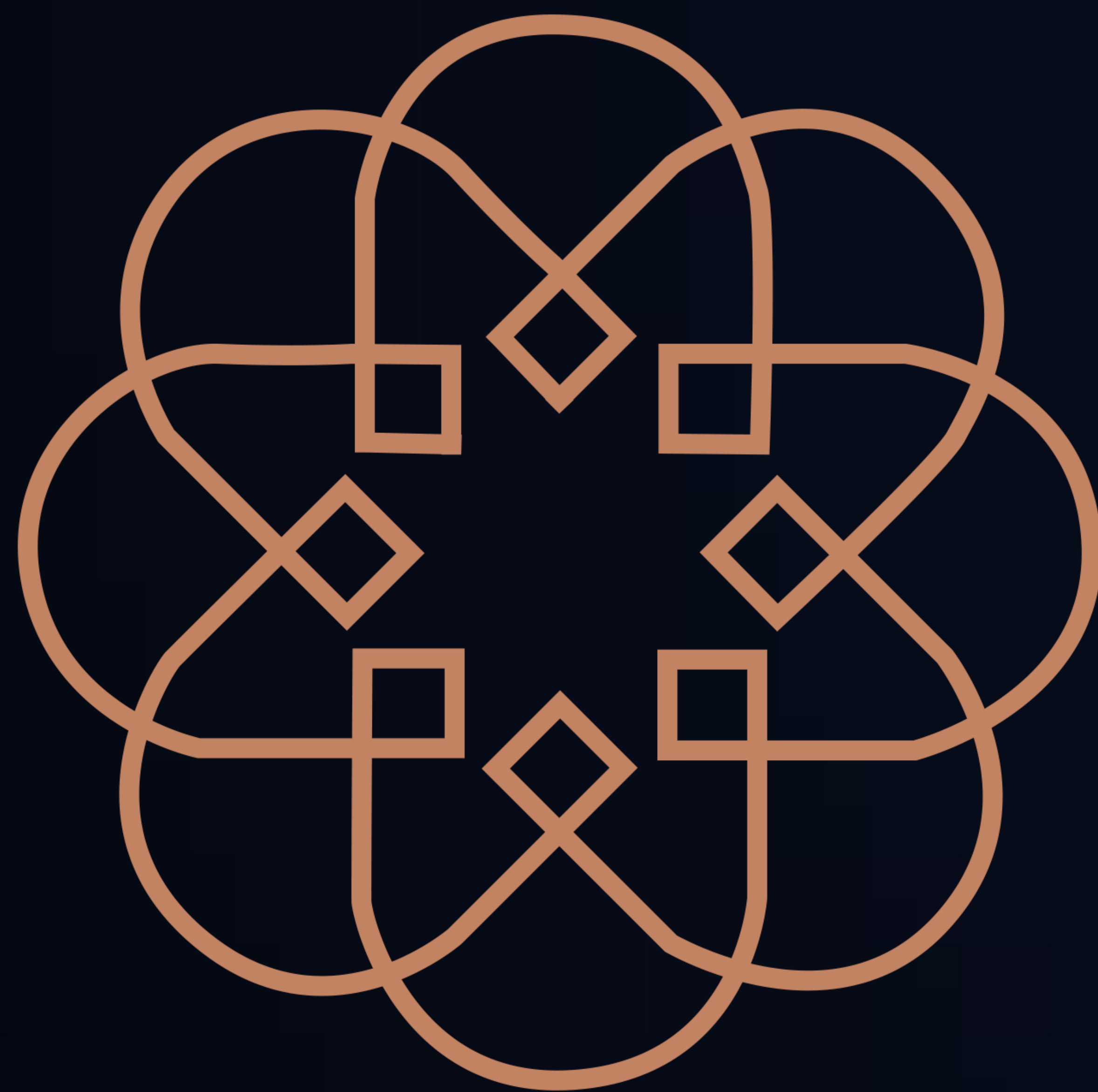
DELIVERABLES

- 3D Modelling Services



Abdullah Aid have decided to construct an Orphan Village to help the less fortunate children of The Gambia to have a place they can call home.

As an act of charity out of our social responsibility, we delivered the project free of charge.



MID GROUP

CONSTRUCTION DISRUPTION

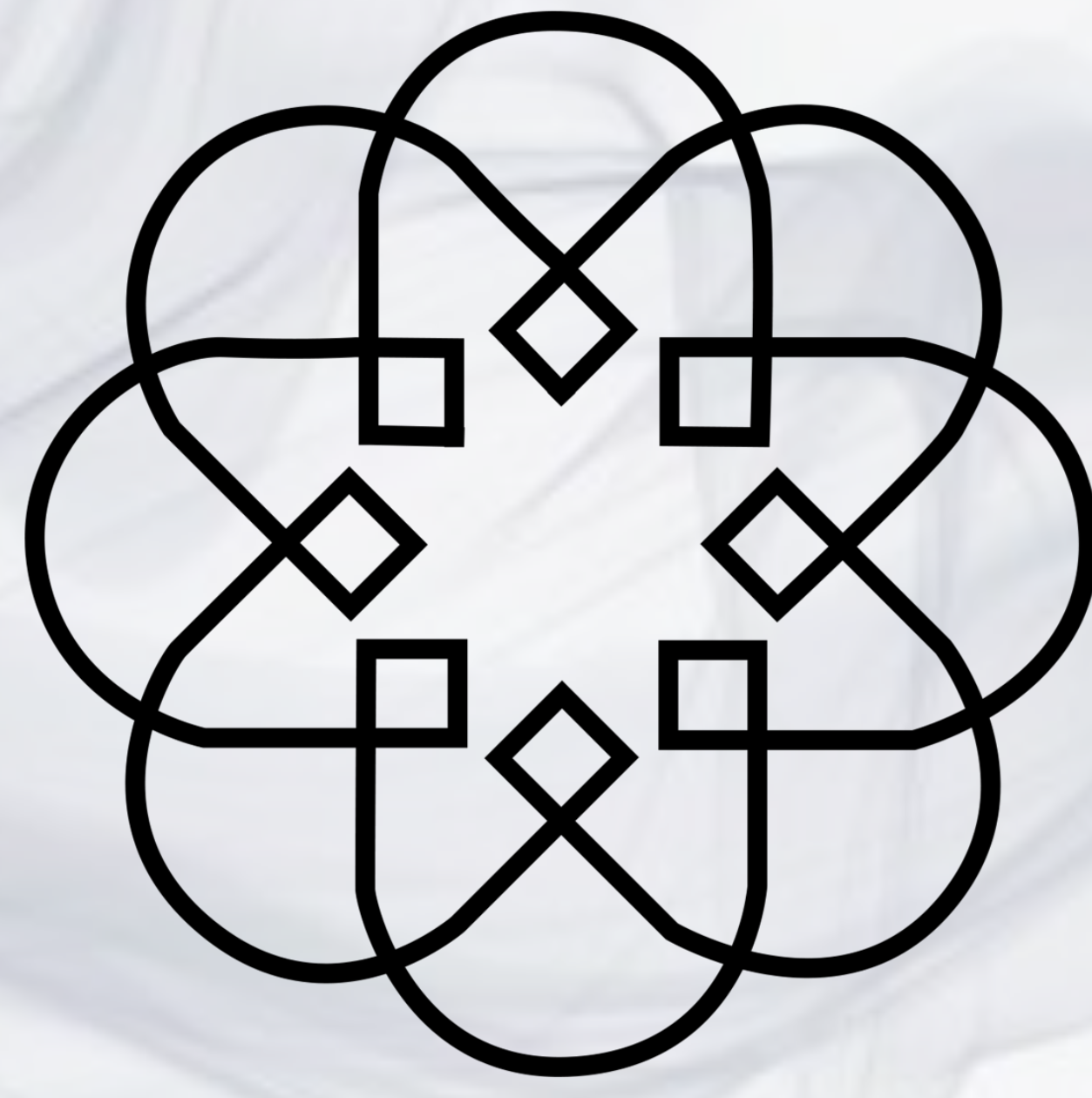
Sterling BIM act as the division in-charge of BIM implementation, innovation and technology empowerment within Mid Group.

Working closely with our Contracting and Consulting divisions fulfilling their needs and requirements covering BIM-based Cost Estimation, Quantification, Logistics Planning and supporting their tendering processes.

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Hapag-Lloyd House, Cambridge Road, Barking IG11 8HH, United Kingdom

2019 Mid Group is the trading name of Mid Holding Co UK limited



MID GROUP

The Mid Group is one of the UK's fastest growing construction companies.

Founded in 2014, the business has quickly established itself as one of the UK's pre-eminent offsite construction businesses. The Mid Group has won and delivered a number of projects across the South East of the UK, picking up multiple awards along the way.

The Mid Group work with a range of clients, from the Public Sector, to private developers, helping them realise the maximum value from their investment in a new construction project.

The Mid Group has a range of group companies that provide different services to our clients. Each group company has the expertise and track record of delivering in its preferred field



MID CONTRACTING UK



STERLING BIM



MID CONSULTING

MID GROUP **VALUES**

COLLABORATE

Work together to achieve the best outcome (client / colleagues / contractors / others).

SIMPLE IS BETTER

Rather than complicating the process making it harder to understand.

ALWAYS ADD VALUE

Helping to make sure we are as efficient as possible in adding value. Not doing things for the sake of it.

FIND THE SOLUTION

Identify solutions and not just areas to improve.

BE SUSTAINABLE

Considering the impact, we have on the environment around us and care and respect for life.



AWARDS & CERTIFICATIONS

OFFSITE
AWARDS 2019

**HIGHLY
COMMENDED**

MID GROUP

Offsite Awards 2019
Highly Commended

OFFSITE
AWARDS 2019

WINNER

PROJECT/CONSTRUCTION
MANAGER OF THE YEAR

**MIKE O'DELL
MID GROUP**

Offsite Awards 2019
Manager of the Year

OFFSITE
AWARDS 2019

WINNER

BEST USE OF HYBRID
TECHNOLOGY

MID GROUP

Offsite Awards 2019
**Best Use of Hybrid
Technology**

OFFSITE
AWARDS 2018

WINNER

CONTRACTOR OF THE YEAR

Offsite Awards 2018
Contractor of the Year



BIM Accredited Level-2



Environment:
ISO 14001:2008 Certified



Health and Safety:
OHSAS 18001 Certified



Quality:
ISO 9001:2008 Certified

CLIENTS & PARTNERS

We ensure our clients and partners receive the best tailor-made solution using industry’s latest technologies. Growing strong relationships and partnerships with the best and most innovative players in the market both nationally and internationally.

CLIENTS



PARTNERS



IN-HOUSE **PHILOSOPHY**

If One Can Do It, **I Can Do It**
If **No One** Can Do It, I **Must** Do It

Japanese Proverb

Sterling BIM

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