

Most Innovative Affordable Housing Solutions Company 2024 - Europe

Determined to do its part in decarbonising the built industry, the primary focus for True Modular Building (TMB) is to create BTR (build to rent) housing that is sustainable and affordable in equal measure. Known for its signature Orange Kit building system that is kind to the planet and results in comfortable, high-quality homes, TMB's ambitions span creation, preservation, and becoming a global brand. Living up to its name by providing buildings that are truly modular, we find out more about this innovative company based in the Netherlands.

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By limiting its use of raw and natural materials across its affordable housing solutions, True Modular Building is setting a new gold standard for sustainability in this setting. From even the smallest components to the sub-assembly and building, TMB offers solutions that are reusable and reusable, without the rework. This innovation stems from the business' sister brand, NxtGen Smart Modular Building, a professional container kitchen rental company renowned for its two remarkable kitchen innovations released in 2016 and 2018 respectively.

On the back of these advancements in the other like-minded companies in which he was heavily involved, Carel van Duuren, TMB's Founder and CEO, became convinced of the possibility to craft a new building method using a similarly sustainable and repeatable approach, ushering in a period of industry-wide transformation in the process. The result of this endeavour was the aforementioned Orange Kit, an end-to-end configurable building system that enables the assembly of a number of diverse buildings, all of which are customisable and architecturally unique.

Beginning with a careful design and a series of building parts that physically cannot be broken down further, TMB's engineers then build sub-assemblies with as few parts as possible, elements which are simple to assemble even without specific skills. An emphasis on engineering and prototyping then sees assembly streamlined and failure reduced. The result is akin to a smart 'plug and play', and thanks to help from a number of likewise partners, service providers, and investors, this company makes quality affordable housing happen.

Some examples of locations where this sustainable and affordable housing will be implemented include Ireland and Texas, with the company having designed small communities of about 10 to 15 homes that are able to adapt quickly and effectively to their landscapes and regional building codes. Another focus area is South Africa, as following a visit there by this team, they recognised the demand for such solutions, so set about creating a lighter version designed specifically for building RDP (government) housing.



Leveraging this next-generation technology, TMB is able to control the quality of entire builds effectively, including both production and the value chain. The result, Carel explains, is the company-wide core belief that "technological innovation and digitalisation will transform the entire built environment and unleash the power to create more affordable homes." Having envisioned a method of construction that is totally sustainable, TMB is both minimising energy consumption and reducing waste production across its builds, but this is not all.

"Sustainable construction does not end after the completion of the building project", says Carel. "The design and use of our buildings must have elements and materials that have a long life span and a continuous positive influence on the environment." This is why TMB was incredibly proud of the fact that all of the procedures and materials it uses across these affordable BTR housing projects, including the likes of emissions and energy consumption, were approved as sustainable in 2023.

This same year, the team also developed and produced two new building prototypes as well as a small number of components for the Orange Kit. Since everything that TMB does is self-funded, it is taking the release of these products step by step, all whilst concentrating on honing its existing products. Against this backdrop, 2024 has seen the company double down on its global rollout of the TMB building system, as well as the production of more housing components to make modular building as modern and efficient as possible.

With this relentless commitment in tow, we have proudly recognised True Modular Building as the Most Innovative Affordable Housing Solutions Company 2024 - Europe. As this company continues to build communities and work towards the decarbonisation of the built industry, its affordable BTR housing stands as a testament to what is possible in this space. The future is bright, and TMB is an integral part of that future.