



Interview with

Carel Van Duuren

CEO, TRUE MODULAR BUILDING

WWW.TRUEMODULARBUILDING.COM

Strategy and Sustainability In Building

Our special interview with CAREL VAN DUUREN, CEO at *True Modular Building*, highlights the contribution of the innovators who are resolving the global housing crisis with eco-friendly build-to-rent (BTR) solutions. *Executive Global* finds out how this leading firm in the Netherlands is making the building of affordable housing a viable proposition for profit, people and planet.

EG How is True Modular building innovating to address the current challenges faced by the building industry and what role does sustainability play in this as the world population expands?

CVD TMB's drive is to revolutionise the way homes are built. We focus on developing proprietary construction systems to minimize waste and maximise efficiency. Buildings are designed with simple interchangeable components. Size, weight, dimensions and structure can be adjusted to local and changing circumstances to ensure that our products stay competitive. Building components are releasable and reusable without rework.

EG What are some of the advantages associated with modularisation and componentisation when compared with other conventional methods of building?

CVD TMB has optimised its construction method for design, fast development, high-speed precise production and assembly using quasi-vertical integration. Standardized building components enable mass customisation. The modular construction system reduces material waste and optimizes the use of resources, contributing to the reduction of carbon footprints throughout the construction lifecycle.

The construction system focuses on design for manufacturing/disassembly and use of planet friendly materials. We have created highly insulated, airtight building envelopes, which significantly reduces the need for heating and cooling.

EG As inflation continues to exacerbate the global housing crisis, tell us why affordable housing is only truly possible through modularisation, and how your value proposition keeps you far ahead of the competition?

CVD Truly industrialised construction (MMC) using a kit of parts requires precision engineering, which reduces waste. Every piece needs to fit perfectly. Building components can be shipped flat-packed in containers and quickly assembled on-site without the need for skilled labour.

Modularisation, reverse engineering and breaking product architecture down into standardised components enables mass customisation. TMB can produce a variety of building types with the same flexible, demountable propriety building system.

EG Your product catalogue has over 75 building types to choose from. Tell us about The Orange Kit and how your building processes differ across single family residential to mixed apartments, social housing and multi-family types of properties?

CVD We created Orange Kit, a modular kit of parts platform. Key to Orange Kit are smart interfaces and add-ons. The building process does not differ much across the various building types. There is no single technical solution that works for every project; however, projects contain repeatable components and platforms. Our sustainable demountable superstructure can configure different levels of vertical and lateral load-bearing capacity. Building components have the same dimensions, however the characteristics like weight, materials used, and strength will differ because of their function.

EG What does sustainability in building and construction mean to you?

CVD Our core belief is that industrialised sustainable smart hybrid construction is the future of building. Our drive is to build longer lifespan buildings. TMB buildings can adapt to

changing circumstances, all components can easily be released and reused without any rework.

Building components, such as walls, flooring, and beams are filled with bio-based insulation materials like hemp fibers or flax fibers, can be used repeatedly, this will help transform the building industry from a source of greenhouse gas emissions into creating residential buildings that store carbon for generations.

EG How may institutional investors who wish to participate in aiding the sustainable and affordable housing market, benefit from the award-winning service you are providing at True Modular Building?

CVD We see funding as a marriage and offer an above average return on investment and a wide range of asset-backed investment solutions in residential real estate projects for different investment needs, tenures and risk appetites. At present, TMB is self-funded.

EG Where so many developers focus on profit, your company is leaving a legacy that benefits mankind in the long-term. Why is it so important to give back after you have been so successful?

CVD Housing is a vital need and central to economic development and quality of life. The world is experiencing a global housing crisis, an energy crisis, a climate crisis, and high emission of CO₂. Real estate consumes 50 percent of the global energy, emits 40% of the world carbon dioxide and utilizes 40 percent of our planet's raw materials. The amount of CO₂ and waste created today by construction makes it imperative to think outside the box and create new building methods for real estate based on sustainable materials. **EG**

For further information, please visit:
www.TrueModularBuilding.com



“Housing is a
vital need and
central to economic
development and
quality of life.”