



True Modular Building:

Best Global Residential Modular Construction Specialists 2024 & BUILD Client Service Excellence Award 2024

So as to reduce the impact that the construction industry has on both producing carbon emissions and depleting natural resources, True Modular Building delivers a series of modular build-to-rent (BTR) properties for use in the residential sector. Revolutionising the way that homes are built through this its signature Orange Kit building system, True Modular Building is on a mission to make homes more accessible, affordable, adaptable, and environmentally friendly. Below, we take a dive into the company.

Based in the Netherlands, True Modular Building is streamlining the building process through its creation of modular buildings with simple and interchangeable components. All of these components are releasable and able to be used again without having to be reworked, a useful feature in global environments fraught with constant change. This system of building means that everything from size to weight can be adjusted easily, positioning the company and its products as consistently competitive in a world of fleeting trends.

Initially focusing on container kitchens, it was in 2018 that CEO Carel van Duuren and the team behind what would become True Modular Building had the idea to create a new method of residential building. Starting from scratch, the team worked atop a holistic, modular, and straightforward approach, leading to the creation of Orange Kit. Offering total customisation, an unrivalled speed of build, and endless configurations, this collection of carefully engineered building components is also entirely environmentally friendly.

Not only are all of the materials used in Orange Kit closed loop, but they also generate zero waste. This is only the beginning however, and key components of the build – including the beams, walls, and flooring – are filled with bio-based insulation materials. Be it hemp fibres or flex fibres, these insulators further reduce the carbon footprint of a build, and the highly insulated, airtight building envelopes that are created over the course of assembly result in a comfortable internal environment for residents to enjoy.

Orange Kit therefore mirrors the company's approach to construction, which is itself rooted in innovation, social responsibility, and sustainability. As Carel explains: "Our core belief is that technological innovation and digitalisation will transform the entire built environment lifecycle and unleash the power to create affordable and scalable housing." With most of the competition still focusing on container solutions, the door is wide open for True Modular Building to pave the way when it comes to changing traditional building internationally.

By focusing on proprietary construction systems that are minimising waste and maximising efficiency, True Modular Building is offering what can essentially be described as a 'plug and play' dynamic assembly system. Additionally, because every piece in these kits is precision engineered, they all fit together like a jigsaw. With components also being shipped in a flat-packed container like a huge piece of furniture, a build is able to be assembled quickly and completed entirely on a site, without the need for any skilled labour.

Across the variety of diverse buildings that the company offers, the actual building process changes very little and the same high-quality finish is afforded throughout. A testament to the excellence of these products is the fact that Carel used the van Duuren family crest as the basis for the company's sign for quality and authenticity. Today plastered everywhere, this sign reflects the values that True Modular Building strives to embody every day, all of which align with its overarching goal of making a real difference.

With 2025 already well underway, True Modular Building has a number of exciting plans in the works. For example, the company is currently in the process of setting up joint ventures all over the world, with these focusing on the marketing, ordering, and assembling of a range of residential buildings across different target groups. Every one of these ventures is geared towards building a proper community, complete with buildings of all styles for every group – from students to families, bachelors, and seniors.

Currently a self-funded operation, and proudly so, True Modular Building reaffirms to us the importance of staying in control of its value chain. In providing co-ownership opportunities, the company is able to make sure that its affordable BTR housing continues to hit its sustainability and value targets, with the lower initial costs and above average return on investments making these projects an appealing prospect for many investors.

Ultimately, the componentised building approach employed by True Modular Building is not only contributing to the decarbonising of the built industry, it is ushering in a new sustainable era – an era of truly modular building.



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