

For Immediate Release: 26/02/2018

IMC Launch to Showcase Revolutionary Modular Building Innovation

Exceptionally water-wise and environmentally-friendly building process, combined with limitless architectural innovation and using repurposed material to create energy efficient, stunning-looking residential and commercial buildings – in only a few weeks!

With a profile like that, replete with the buzzwords we sorely need to hear in SA, especially in Cape Town, it's no wonder that modular construction is attracting so much attention. There's no doubt it is set to take SA by storm.

So, what is it exactly, and why is it the future of building in SA? Newly formed Cape Town-based company **'Innovative Modular Concepts'** is inviting the Press and public to come see for themselves at the **Official Launch of the IMC Show House on Wednesday February 28th at the Firlands Equestrian Park in Gordon's Bay.** (Contact: Gary Power 073 844 6956 / info@modularconcepts.co.za)

Formed in partnership with building contractors and shipping container experts with more than 40 years of combined experience, IMC has been created to spearhead what is already an established architectural and building innovation across the developed world.

Although container conversions are not new to South Africa, the expansion into full industry-wide scope for residential and commercial buildings offered by IMC is set to take off fast – not least because it will answer some of SA's most pressing social and environmental needs.

IMC offers both container and POD modular construction (more customisable – with units built from scratch, to spec and not constrained to shipping container dimensions) for just about any purpose - from holiday homes to swimming pools, Airbnb and Game Lodge units, mobile clinics, schools, hospitals, restaurants, shops, construction offices, GAP and affordable, temporary or emergency housing.

Residential scope ranges from affordable houses in the R200 000 price range right up to R5 million upmarket homes. Though the end-price is not necessarily cheaper than traditional 'brick & mortar', due to insulation requirements, there are a host of advantages, including:

- Speed of delivery - from only 1 week for a single unit to 12 weeks for a R5 million home.
- Most of the building is done in the factory. Apart from far fewer disruptions to the client, this allows for higher in-house quality control.
- No need for traditional foundations – significantly reducing building time, and good for the environment.
- The building process requires far less water as there is no cement involved.
- Insulated units are highly energy efficient and they require minimum maintenance. They are also 'plug-and-play' – delivered ready to be connected to municipal services.
- They look cutting-edge fantastic!

If you get down to the nitty-gritty (of which there is almost none involved in the building process – quite unlike traditional building with dust, dirt, stones and contractors all over the place for at least 6 excruciating months), there are too many advantages for Modular Construction to not become the next big thing in the SA building industry!

"Splicing hard core environmentalism with super nerdy technology" Adam Kalkin – 'father of modern container architecture'.

For more info on IMC and the Launch, please contact Gary Power: 073 844 6956 / info@modularconcepts.co.za or visit www.modularafrica.co.za / <https://www.facebook.com/innovativemodularconcepts/>