

# ADMARES

Press Release as of December 4, 2025

## ADMARES Establishes Australian Operations to Launch Smart Factories Addressing National Housing Shortage

### Brisbane, Australia

ADMARES, a global leader in industrialised home-manufacturing technology, today announced the establishment of its Australian subsidiary, Admares Australia Pty Ltd, headquartered in Brisbane, Queensland.

**Damian White**, previously Group CFO at ADMARES and a key contributor to the development of the company's Smart Factory solution, has been **appointed CEO of the new entity**. This expansion marks a major step in ADMARES' mission to deliver scalable, technology-driven solutions to address Australia's housing challenges.

*"Technology is the only way to meaningfully address the global housing shortage,"* said **Mikael Hedberg, Group CEO and Founder of ADMARES**. *"Our Smart Factories will produce homes at scale, with the highest quality and lowest cost, finally beginning to reduce the housing deficit."*

ADMARES' Smart Factories will use automated and robotised production lines to produce significant numbers of high-quality, affordable homes quickly and efficiently without relying on skilled construction labour. The company is exploring opportunities to deploy multiple Smart Factories across the country, with the first facility expected to be located in Queensland, addressing both the national shortage of skilled construction labour and the shortage of affordable homes.

The Smart Factory concept has been developed in partnership with **Porsche Consulting, MHP – A Porsche Company, EDAG Group, and Siemens**. Each factory includes 141 robots across 26 production lines and is capable of producing a completed home every 22.5 minutes. Siemens product and production digital twin software and industrial AI are used to optimise every stage of manufacturing.

*"Porsche Consulting has been supporting ADMARES since 2018 in developing the Smart Factory concept. ADMARES' vision of mass-producing building units in an industrialized and digitized environment is fully aligned with our view of the future of construction."* **Matthias Moehrke, Associate Partner at Porsche Consulting** said.

Skilled construction tasks such as welding, cutting, tiling, and carpentry are automated, allowing remaining tasks to be completed by assembly-line workers who can be trained quickly to operate various stations.

A single Smart Factory will bring significant employment opportunities for Australians, with each Smart Factory employing approximately 3,000 assembly-line workers across three shifts, supported by 220 white-collar staff.

Each factory, spanning nearly 310,000 square meters, is capable of producing the equivalent annual output of around 50,000 skilled construction workers on traditional construction sites while using 95% less labour than conventional construction methods.

*"Having been part of this journey since 2019, we are excited to guide the overall digital ecosystem, contributing to bringing ADMARES' vision in Australia to life."* **Maximilian Sander, Partner at MHP** said.



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**EDAG Group**, which designed all production and logistics equipment for the Smart Factory, will also lead installation and production ramp-up.

*“We are excited to be part of the ADMARES Smart Factory project and to actively support the realization of this innovative production facility.” Dirk Keller, Member of the Board at EDAG Production Solutions GmbH & Co. KG said. “With our expertise in designing production equipment, logistics and performing the integration in the Industrial Metaverse as well as leading installation and ramp-up processes, we look forward to contributing our skills to make the Australian Smart Factory a great success.”*

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ADMARES is a global leader in industrialised home-manufacturing technology. By combining advanced robotics and automation, precision engineering, and scalable manufacturing methods, the company enables the production of high-quality, affordable homes to meet growing demand worldwide. ADMARES – Quality Housing Efficiently.

<http://www.admares.com/>

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## ADMARES

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## PHOTOS



Visualization of planned ADMARES Smart Factory  
Photo by: ADMARES



Damian White, CEO of ADMARES Australia  
Photo by: ADMARES



Visualization of ADMARES Single-family Smart Home  
Photo by: ADMARES



Visualization of ADMARES Terrace Homes  
Photo by: ADMARES

