

# ADMARES

Press Release as of January 30, 2026

## ADMARES Secures Strong Early Market Interest for Planned Queensland Smart Factory

**Brisbane, Australia**

ADMARES, a global leader in industrialised home-manufacturing technology, today announced that it has secured sufficient interest from potential customers to cover the first two years of production from its planned Smart Factory in South-East Queensland.

*“Securing this level of interest within just two months exceeded our expectations and underscores the need for a solution that provides the Australian market with high-quality homes at an industrial scale,”* said **Mikael Hedberg, Group CEO and Founder of ADMARES.**

This interest has been expressed through written Letters of Intent, reflecting demand from a broad cross-section of the market. *“The next stage of the process is for ADMARES to deliver a model home, enabling interested parties to independently assess the quality and finish of our homes,”* Hedberg said.

Interest in homes produced by the Smart Factory has been received from a number of reputable market participants, including three ASX listed entities, with more expected to sign Letters of Intent soon.

ADMARES’ Smart Factories will use automated and robotised production lines to produce significant numbers of high-quality, affordable homes quickly and efficiently. The company is exploring opportunities to deploy multiple Smart Factories across Australia, with the first facility expected to be located in Queensland, addressing the ongoing 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, together with industrial AI, is used to optimise every stage of manufacturing.

Using Siemens digital twin software together with **NVIDIA** Industrial AI technologies, **EDAG Group** has fully simulated the Smart Factory to validate production flows, capacity, and overall performance prior to physical execution. Once operational, NVIDIA Industrial AI technologies will be used to analyse production data and support continuous optimisation of factory operations in real time.

A single Smart Factory will generate significant employment opportunities, with each facility employing approximately 3,200 people, providing the opportunity to work in a technology driven, advanced manufacturing environment.

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



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*“ADMARES is engaged in discussions with a range of interested parties, including developers, community housing providers, and organisations with an ongoing need for housing stock,” said **Damian White, CEO of ADMARES Australia.** “We anticipate that demand for homes from our Smart Factory will continue to build as the market becomes more familiar with our technology and product quality.”*

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Ends

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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



Visualisation of ADMARES Digital Twin for Single-family Smart Home  
Photo by: ADMARES



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



Visualization of ADMARES Terrace Homes  
Photo by: ADMARES

