



Somluck Srimalee

MOVING TOWARD ENVIRONMENTALLY FRIENDLY HOME

Faced with a severe shortage of workers along with rising land and construction material prices as well as an economic slowdown, Thailand's real estate firms are turning to innovative construction methods that help lower construction costs while ensuring quality.

Prefabrication is also increasingly being adopted by property firms in developing their residential projects. Leading developer Pruksa Real Estate is the first to use the prefabrication system in its residential projects and has also developed an industrial construction process known as Real Estate Manufacturing or REM.

Thongma Vijitpongpun, president and chief

executive of Pruksa Real Estate, explained that prefabrication and REM enable the company to both substantially reduce construction costs and effectively control construction process thus delivering homes to customers on time. In addition, the prefab system reduces the number of workers required for each project.

Pruksa's second prefabrication plant in Rangsit, Pathum Thani will use a German computer-controlled automatic system that will reduce construction deflection in its panels.

The system also has a concrete-recycling system, which will make the construction process more

environmentally friendly while also reducing waste. The plant will be the first in Thailand to produce precast concrete.

"We spent more than a decade in research and development on the REM system. Now, leading property developers such as Sansiri, Land & Houses, Property Perfect, SC Asset Corp and Lalin Property are also using the prefabrication system to strengthen their business in the long term," Thonma said, adding that changes in the construction system as well as architectural designs incorporating a variety of green products are on the rise to meet customer demand and

satisfy the growing awareness of climate change and sustainability.

For example, Pruksa Real Estate has joined with a Japanese supplier to develop a prefabricated bathroom, which is designed and made at the plant before being installed in the residential projects. Prefabricated bathrooms will ensure high-quality products and reduce human error.

Sansiri also places greater importance on R&D and has established a design centre to create innovative designs and home accessories that respond to customers' lifestyles and needs.

