

# produktif®

## One Click, Endless Construction Possibilities

**P**roduktif, a design and technology company rooted in the construction industry, is accelerating the transition to circular construction by prioritizing the sustained value of products, components, and resources. The firm's primary mission is to develop purpose-engineered connectors for building elements, honed through collaborations in the modular construction sector. At the forefront of its innovation are Click/Unclick C-Joint and O-Joint, patent-pending, and pivotal components of the Click/Unclick joinery system. These inventions enhance the speed of assembling and disassembling building components while enabling complete material reusability in construction practices.

"Through our innovative approach to assembly and disassembly, we are set to redefine the standards that the EU Commission holds for construction, paving the way towards a more sustainable future," says Rune Kongshaug, CEO and co-founder of Produktif.

In an industry known for its traditional practices, Produktif's ethos is based on a unique approach that combines innovative technological solutions with a commitment to environmental sustainability, speed, and collaboration across the construction value chain.



Rune Kongshaug,  
CEO & Co-Founder

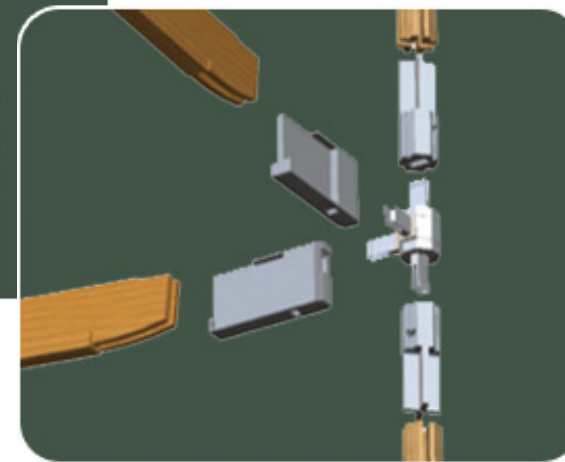
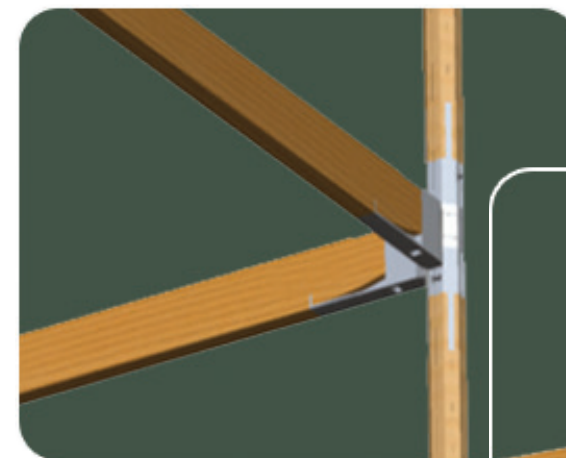
The outlined approach also serves as a powerful tool for Produktif in addressing the substantial challenges plaguing the construction sector. These encompass the considerable \$1.6 trillion productivity gaps, persistent shortages of skilled labor and concerns about environmental repercussions. The inability to meet the rising demand for affordable housing exacerbates these issues. In response, Produktif has taken a radical approach, reshaping the construction value chain by eliminating hand tools and decentralizing decisions from the construction site, enabling builders to assemble structures four times faster.

In addition to addressing the industry's significant contributions to energy consumption, greenhouse gases, and landfill waste, Produktif intends to reengineer the value chain. It prioritizes the reuse, upcycling, and recycling of construction components, ensuring that 100 per cent of building elements are designed for multiple lifecycles.

At the core of Produktif's transformative solutions lies its patented Click/Unclick system, comprising two essential components. The first, Design for Assembly and Disassembly (DFAD), is a process that thoroughly evaluates construction systems and strategically selects reusable materials tailored for diverse construction typologies. By employing this methodology, the company promotes a sustainable approach that focuses on the materials' life cycle, fundamentally reshaping how they are utilized and repurposed within the construction industry.

The second component, the New Value Chain (SaaS), epitomizes Produktif's visionary approach. This pioneering four-phase value chain includes global sourcing, local manufacturing, on-site assembly/disassembly, and continuous improvement.

The firm fosters an early collaboration among architecture, engineering, and construction (AEC) professionals and suppliers to lay the groundwork for a resilient infrastructure that promotes innovation and sustainability throughout the construction value chain. This proactive engagement streamlines processes while also creating an environment conducive to continuous evolution and enhancement.



adapting and evolving. From incorporating reclaimed timber in framing systems to developing self-guiding locking mechanisms for safe module stacking, the company's responsiveness to client needs underscores its dedication to collaborative problem-solving. Importantly, collaborations with companies like Omtre, Kongshaug Guest Lodge, and Harnet Construction have yielded impactful results—ranging from precision-enhancing joinery to rationalized typologies for high-volume production, all within the framework of an ongoing prototyping process. Produktif anticipates having production tools ready

by 2024/2025, with competitive production slated to commence by the end of 2025, based on insights gained from several demonstration projects.

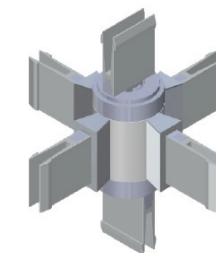
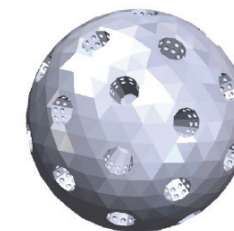
“

**Through our innovative approach to assembly and disassembly, we are set to redefine the standards that the EU Commission holds for construction, paving the way towards a more sustainable future**

Moreover, Produktif's transformative value offering, CLICK™-WORKS™-FLOW™, serves as a cornerstone of its comprehensive solution. CLICK comprises the physical hardware that facilitates speed and reuse, while WORKS embodies the mass-custom industrial process that leverages DFAD to transform standard parts into custom subassemblies. FLOW, on the other hand, serves as the collaborative platform connecting stakeholders within the circular value chain.

Notably, each element of CLICK™-WORKS™-FLOW™ stands as a standalone business opportunity. For instance, WORKS is primed to collaborate with modular manufacturers, integrating their solutions seamlessly into the circular value chain. This strategic approach empowers Produktif to penetrate the market independent of the CLICK technology.

Feedback from partners and clients on innovations, strategies, and solutions has constantly driven Produktif's commitment to



Proving its pioneering prowess further Produktif stands among the distinguished recipients of the prestigious EU-Horizon R&D prize, "Drastic," marking a significant milestone in its pursuit of innovation and excellence within the construction industry. Working alongside OMTRE.no and Taltech, the firm played a pivotal role in securing this esteemed accolade, setting itself apart by exclusively employing the DFAD method.

Adapting to the evolving construction scene, Produktif takes the lead through innovative solutions and fundamentally reshaping the essence of construction. It is paving the way for a circular, sustainable future beyond industry limits while laying the groundwork for an era where environmental and societal considerations constitute integral elements for achieving business success. 