

A large, stylized graphic element on the left side of the page, composed of several overlapping, rounded rectangular shapes. These shapes contain various aerial photographs of a facility. The central and largest shape shows a long, white industrial building with a large array of solar panels on its roof. Other smaller shapes show different parts of the site, including parking lots with cars, a dirt road, and a fenced-in area with a white van.

Celiqum

A more sustainable solution

Making our world more liveable, with a more innovative and greener solution.

 Romania, Harghita
Bradesti 294/B

WWW.CELIQUM.RO 

INTRODUCTION



Celiquim L.T.D. has grown from a family business founded in 2017 to become one of the leading players in the region in the production and construction of cellulose insulation materials and lightweight wooden prefabricated houses. Our company is located in the heart of Transylvania, in Bradesti, where we develop our daily business with a team of 30 people.

PRODUCT PORTFOLIO

Production



Insulation



Sales



House construction



MARKET POSITION - STRENGTHS AND CHALLENGES

The construction industry is undergoing a transformative shift towards sustainability and environmental responsibility. Celiquim is strategically positioned to capitalize on this evolving market trend in Romania by offering innovative products and services that align with the sustainability goals of both consumers and regulatory bodies.

One of our main strengths is that we make our cellulose insulation material exclusively from pure paper, offering the market a perfect product. We have a huge market advantage in the production of wooden houses, as we manufacture the insulation material that we install in our houses ourselves, so we can say that we produce all the important raw materials in-house.

Our main challenge is to promote the product within the region, as the use of cellulose insulation material is still a new technology in Eastern European countries. We want people to be aware that the key to a sustainable future is the use of renewable energy sources, so we fight and struggle with this in mind on our journey.

INDUSTRY TREND

In our region, it is the transition to the market that is causing problems, mainly due to a lack of knowledge. Most of us use the familiar insulation materials, which are rock wool and polyurethane foam, while the global trend and the sustainable future is also looking towards energy and home-friendly products. The Global Cellulose Insulation market is anticipated to rise at a considerable rate during the forecast period, between 2023 and 2030.

INTERNAL CAPACITY

Our company is built on a stable hierarchy. Each department has its own manager. 30 colleagues are involved in its development. Management and administrative tasks are carried out by 10 people, while production, manufacturing and construction are carried out by 20 people.



CORE COMPETENCE OF YOUR COMPANY



First and foremost, environmental awareness is reflected in the recycling of paper, which is the raw material for cellulose insulation. Secondly, by being able to use it in our house building, which is a market advantage in itself, we can offer a full service. In addition to the fact that prefabrication technology provides a cleaner, faster and more efficient process, because of the raw material, which is spruce, we are trying to balance the ecosystem with tree planting projects.

KEY REASONS: WHY THE COMPANY IS DOING OUTSOURCING



The main reasons for outsourcing are: to find professional advantages, to get closer to the European market, to use targeted professionals, and to achieve tax and financial efficiency.

BENEFITS

We have a range of specialized skills and knowledge in areas such as chemistry (acid boric and borax), materials science (recycling), engineering (insulation and house planning), and manufacturing. By operating a cellulose and house construction factory, we can access these specialized skills in-house or through partnerships with experts in the field. This ensures that our production process is efficient and of high quality.



SOME HISTORY

9,111 TONNES OF INSULATION MATERIAL PRODUCED SINCE 2019.

THIS IS THE EQUIVALENT OF 4 MILITARY BATTLESHIPS.



19,148 M2 OF INSULATED SURFACE.

THIS IS THE EQUIVALENT OF 3 FOOTBALL FIELD.



14 FAMILY HOUSES BUILT IN A YEAR AND A HALF.

IN DIFFERENT PARTS OF THE COUNTRY.

WE HAVE 394 SATISFIED CUSTOMERS SO FAR.

THE BATTLE OF THERMOPYLAE WAS WON WITH 300 SOLDIERS. WE SURPASSED THAT.



SOME STATISTICS

WITH OUR LATEST PRODUCTION LINE WE ARE ABLE TO PRODUCE 31 TONNES OF CELLULOSE INSULATION MATERIAL PER DAY.

WE ARE ABLE TO PRODUCE 20 PREFABRICATED, ENERGY-EFFICIENT HOUSES PER YEAR.





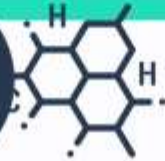
EUROPEAN CAMPAIGN:
SALES OF CELLULOSE
INSULATION MATERIAL.



EXPORT OF MODULAR HOUSES:
WESTERN EUROPEAN SALES OF
PREFABRICATED, PACKAGED HOUSES.

OUR GOALS

EDUCATION AND TRAINING:
CREATING A RESEARCH INSTITUTE
TO HELP THE SECTOR DEVELOP.



CONTRACT MANUFACTURING:
PRODUCTION
OF CELLULOSE INSULATION MATERIAL FOR
COMPANIES IN THE REGION AND BEYOND.

