

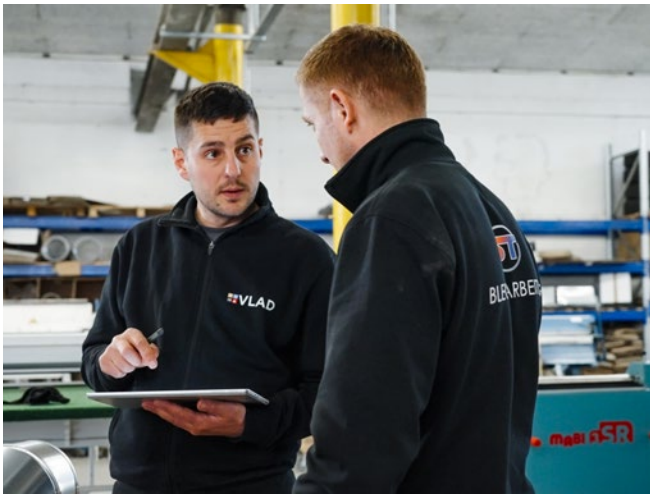
# VLAD Isoliertechnik

## Unstoppable Growth

When Vlad Silaghi founded his company in 2018, it all began in an unheated garage – with a guillotine shear, two close friends, and a clear vision: to build a company that would grow over the long term.

Today, Vlad Isoliertechnik GmbH employs around five staff members in the workshop as well as about 15 installers on construction sites across Europe. What lies behind this growth is not ideal starting conditions or major investors, but entrepreneurial courage, consistent development, and the determination to continuously optimize processes.

For Vlad, the step toward self-employment was a deliberate fresh start. After many years in permanent employment, he decided to invest his experience and technical expertise into his own company.




However, it quickly became clear:
To grow sustainably, modern craftsmanship requires not only expertise, but also efficient production processes.

*The MABI 16-3Z Rohrblitz is still in use.*

A key milestone was therefore the investment in a used MABI 16-3Z Rohrblitz pipe line. “From that moment on, everything started to change,” Vlad recalls.




As production capacity increased, larger projects became feasible, and for the first time, multiple construction sites could be efficiently supplied in parallel. In the years that followed, the workshop step by step into a fully networked MABI machine park – from the MABI Clou beading station to the MABI 3A automatic beading machine and the complete cap production line, all the way to the MABI 3000E EVO segment shear with direct connection to the MABI IsoPlaner.

This structured process chain enables a particularly fast and flexible workflow: A quick call from the construction site is all it takes to prepare, cut, load, and directly deliver the material.

## Digitalization as a Growth Driver

However, as the company grew, so did the demands on planning and production processes. Despite having modern machinery, entering isometric data remained a time-critical factor. While programming was underway, the machines stood idle – a bottleneck that Vlad recognized early on.

“The machines don’t get tired. The only time they stand still is when people can’t keep up,” he says. The search for more efficient workflows ultimately led to the introduction of the MABI IsoPlanner. The software enables digital measurement directly on the construction site. Dimensions are recorded digitally, isometric drawings are prepared, and the complete job is transmitted directly to the machines in the workshop. Paper drawings, unnecessary intermediate steps, and potential sources of error are eliminated.

While operations continued, Vlad worked intensively to familiarize himself with the software and successfully integrated the new processes into daily workflows in no time. Today, in addition to Vlad himself, two other employees handle the entire digital workflow. They record measurements directly on the construction site and transmit the prepared isometric drawings immediately to the workshop. There, production begins with virtually no delay.

The material is ready for installation in no time and can be delivered directly to the construction site. The effects were clearly noticeable: less downtime, more efficient processes, and, according to Vlad, even a tripling of revenue.

“Today, the systems in the workshop mesh seamlessly together – like gears.”




## Modern craftsmanship requires modern processes

For Vlad, digitalization doesn't mean complicated technology, but rather, above all, working more efficiently in his day-to-day life. For him, modern tools don't replace craftsmanship, but rather help speed up workflows, reduce errors, and make better use of existing resources.

"We have to keep up with the times."

"At some point, the carpenter also started using cordless screwdrivers instead of doing everything by hand. That simply made him faster."

He was particularly pleasantly surprised by how openly his team embraced the new digital processes. Because despite the rapid growth, Vlad never focused solely on revenue.

The key question was always how to organize workflows in a smarter and more sustainable way in the long term. "Too few orders mean pressure – but so do too many."

That's why Vlad Isoliertechnik today focuses not only on growth, but above all on efficient processes, speed, and seamless collaboration between the construction site and the workshop.



# The Interview

**Interviewer:** Vlad, what motivated you, and why did you choose MABI?

**Vlad:** I worked as an employee for a long time and then started my own business. In the beginning, we were very small, and I constantly asked myself how we could grow. It was clear to me that growth was only possible with MABI machines. Of course, rapid growth also involves risk – but if you don't take risks, you don't win anything.

**Interviewer:** What was the biggest challenge?

**Vlad:** Machines never get tired. They can work around the clock – we humans can't. That's why we have to work smart. Eight hours of efficient work yields more than 15 hours of hard work with the same result.

**Interviewer:** Was that the reason you started using IsoPlaner?

**Vlad:** Among other things. There used to be a lot of errors due to all the paperwork, and I always found programming directly on the machine tedious. But my main reason was curiosity.
There was a new tool – so I wanted to know if it worked.

**Interviewer:** Do you think the trade can be digitized?

**Vlad:** Eventually, all insulation installers will use tools like this. Digitization is the future. That doesn't mean our knowledge will be replaced. But if something makes my work easier – why shouldn't I use it?

**Interviewer:** Is there a secret behind your rapid growth?

**Vlad:** No, no secret. I had support, I was lucky, and of course I worked very hard. But all of us here took the risk together. My best friend Ovidiu works in the workshop, and my mother works here too – I'm incredibly grateful for that.

**Interviewer:** What are your goals for the future?

**Vlad:** Ideally, we'll eventually have 20 people in the workshop and a corresponding number of installers on the construction sites. But to get there, we still have a lot of work to do, a lot to learn, and a lot to fight for.