



*Super gloss finish  
of an ultra-light cabinet door  
laminated with true wood veneer  
with postforming edges*

## A great enthusiasm for innovation

With positive signs from the market, Filippi 1971 is even more encouraged to keep on differentiating their proposals, ranging from traditional laminated panels to complex furniture elements in composite materials. The company is already working on an innovative project that will see the light at Caravan Salon 2021. And to be close to customers, the web experience will also be enhanced with virtual shows

*Words Renato Antonini*

**F**or Filippi 1971, taking part in the Caravan Salon was complex but certainly worth it. In Düsseldorf the spotlight was on the new elegant doors in composite material: refined, very light, laminated in real wood veneer, post-formed and glossy, designed for high-end vehicles. The composite materials department sprouted from the tree

of Filippi 1971 and is already bearing the first fruits. "Our new doors were appreciated - says Francesca Filippi, marketing manager of Filippi 1971 - and the idea is being translated into concrete proposals. The presence at the fair rewarded us, allowed us to confirm how complete our offer is and gave us the oppor-

tunity to restore direct contact with the customer after the lockdowns all across Europe. We are developing all necessary channels to try and stay close to our customers with strengthened web marketing initiatives". Filippi 1971 will be more present on social channels, both on Facebook and on Instagram. Today the company has two Instagram



*Lightweight curved cabinet door  
with digital-printing laminate inserts  
and triple profiles*



*Lightweight curved door laminated  
with finish paper, with aluminium insert  
and post forming edges*



profiles, “@filippi1971” and “@witter\_design”, where product images and projects are shown. But the company will also communicate through virtual shows: internal resources are being trained to grow in the company, which is investing also in specialized professional agencies.

*“The challenge is to show our new products to our customers through a pleasant, virtual experience – explains Francesca Filippi – which will be always followed up by a sample physically couriered to the customer’s attention in order to allow them to touch and test the product first hand. We want to cancel the distances and to convey the intense feeling of passion underlying every product developed by Filippi 1971”.*

### Differentiate to compete

*“We have months of exciting work ahead us – says Francesca Filippi – because new big projects are expected to be revealed in 2021. Among other objectives, we aim to become a company able to offer the customer turnkey packages”.*

Filippi 1971 can create various types of furniture with different techniques. The company’s core business of laminating plywood panels is more and more expanding into the production of all kinds of joinery products, especially cupboard doors: flat and curved, post-formed doors and doors with a particular edge cut, convex elements and doors that integrate lighting systems. Also noteworthy is the production of tables, with various types of finishes: ranging from traditional proposals, with a base of expanded polystyrene and laminated MDF, up to ultra-light tables with inserts of different materials. The edges of the tables can be simple or very complex, even with frames in solid wood carved to ac-

commodate the laminate top, thanks to the company’s complete machinery set.

*“The tables, as well as the kitchen tops, can be made in VittEr®, – explains Ivo Bolis, sales manager of Filippi 1971 – our durable and customizable antibacterial compact laminate. Thanks to the use of this advanced material, it is possible to obtain table tops of reduced thickness but very sturdy. The solid color core allows the development of advanced design solutions. It is possible to customize the color of the surface of the edges, but it is also possible to create particular surface effects thanks to our in-house digital printing service matching special 3D surface textures. Being also formaldehyde-free, our VittEr® is suitable for direct food contact and finds many applications in the kitchen and living room areas”.*

Filippi 1971 is expanding its presence also in other sectors besides the RV one. For example, it has intensified its activity in the design furniture sector, also because the health emergency has led to living more and more at home, using domestic environments also as temporary offices for smartworking. Good design and high-quality furniture, therefore, but also contract solutions for various types of projects. Filippi 1971 is also developing the high-end nautical sector, being able to count on special processing in composite materials, arriving at extremely performing solutions of high strength and low weight.

### In 2021 a disruptive project

*“Starting from July the sales of our panels and joinery products have grown – explains Ivo Bolis – in order to compensate for the losses incurred during the lockdown period. The outlook for next year is very positive. In September we saw a great recovery in the market, with the arrival of a new group of*



Francesca Filippi, Salvatore Filippi, Ivo Bolis and Volker Kreft (sales Germany)

*buyers, especially young people and attracted by camper vans”.*

And therefore Filippi 1971 looks to the future, with a strong commitment to innovative technologies. The company is working on an ambitious project that will be presented at the Caravan Salon 2021, which will highlight and integrate all the high-level solutions that Filippi 1971 can offer: extensive use will be made of composite materials, there will be a revolutionary concept for the kitchen, new ways of building walls will be presented and much more. Yet, the focus will always be on the strength, design and lightweight.

*“We will offer significant advantages to the manufacturer: with the new materials, assembly costs will be dramatically reduced, an already finished product being supplied – concludes Francesca Filippi – and it will be possible to think more and more on the basis of Lean Production logics, with greater efficiency. Not to mention that it will be possible to obtain a significant reduction in mass: up to 200 kg on the entire vehicle”.*

## Company Profile

Founded almost 50 years ago and active in the furniture industry ever since, Filippi 1971 firmly fits into the recreational vehicle world in 2000, starting to supply laminated lightweight panels to motorhome and caravan manufacturers around the world. In 2013, the partnership with the entrepreneur Giorgio Levoni opens to a new phase of consolidation and expansion that sees, among other initiatives, the launch of a new production line using the digital printing for the customization of the panel surface. At the end of 2016, the relentless activity of Filippi 1971 R&D delivers VittEr®, the new generation compact laminate which is highly customizable in the design and texture, is scratch-, fire-, and water-resistant and 100% formaldehyde-free. At the beginning of 2017 a new building is set up exclusively for the manufacturing of complete furniture kits; the cabinet making has then been completed with the production of curved doors and any kind of special components, taking the range of action even broader than ever. The RV industry is the core business for FILIPPI 1971 but its activity is extended also to alternative niche markets which always push them to innovate, thanks also to the “Filippi Lab” R&D department recently enlarged and equipped with an autoclave featured in the composite products area. Today Filippi 1971 delivers to more than 20 countries worldwide.

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