

# Doubles production and sets its sights on North America

Brianza Plastica appeared on the fibreglass laminates market in 1962. Operating in the industry, trade and construction sectors from the start, efforts were multiplied and the company gained a footing in the transports field in 2006, supplying refrigerated and heavy vehicle outfitters and recreational vehicle manufacturers.

*Words Andrea Cattaneo*



one opened just a few months ago – we are one of the leaders in Europe in fibreglass laminates production.

Always intent on increasing its already strong market presence, Brianza Plastica has now set its sights on the North American market. The company opened a branch in Elkhart, Indiana, in 2014. The choice of where to set up the commercial outpost in America was far from random for Brianza Plastica: Elkhart is known as the “The RV Capital of The World” being home to the headquarters of many major recreational vehicle manufacturers.

“Our presence in the USA currently consists of a warehouse and a distribution centre in Elkhart, Indiana, for directly and locally servicing the American market”, declared Filippo Milani, General Manager of Brianza USA Co. “The recent change of headquarters in Elkhart to a bigger warehouse in the same city, the doubled production capability and the opening of the US branch are all aimed at becoming able to supply this key market more effectively and promptly.

Penetrating the USA market was no easy task for Brianza Plastica. There are significant differences between the American and European supply chains in terms of dimensions and of different manufacturing and business principles. “Entering the American market was a long and demanding process”, conti-



**B**rianza Plastica is today a leading fibreglass laminate manufacturer in Europe implementing hot continuous and cold discontinuous technologies. For recreational vehicles, Brianza

Plastica supplies fibreglass rolls and sheets to motorhome and caravan manufacturers for making interior and exterior walls, floors and roofs. The headquarters are in Carate Brianza. There is two production sites in Ferrandina and Ostellato, and two others in San Martino di Venezze (Rovigo). Sales and distribution centres are located in Nola (Italy), Lyon (France) and Elkhart (USA).

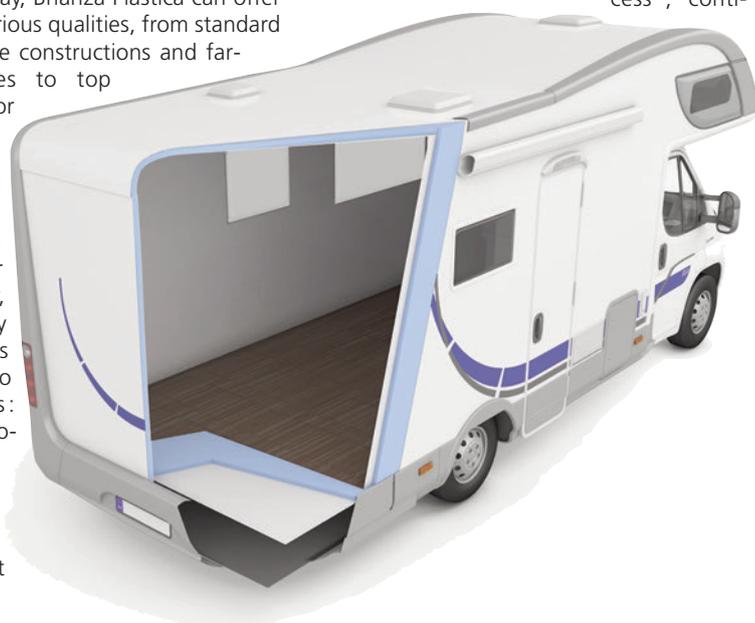
The growing market demand for recreational vehicles and refrigerated vans led Brianza Plastica to open a new plant in Rovigo in 2016 for Elycold flat discontinuous laminates and a new continuous production line for Elyplan laminates in the plant in Carate Brianza. “These investments have driven us to increase our production capability by over 40% and prepared us to tackle future market demands”, said Gianluca Della Pedrina, Export Manager of the company. “Today at Brianza Plastica we make fibreglass laminates using three cold lamination plants and two hot lamination lines to satisfy all market needs.

Furthermore, with our four production plants dedicated to fibreglass, we are setting out to become one of the benchmark for the industry in the future”.

Elyplan and Elycold fibreglass laminates are specifically created for recreational vehicles. By expanding production capacity, Brianza Plastica can even better satisfy all market demands, with greatest production flexibility.

“We have been making fibreglass for over half a century and, as a consequence, we have gained a remarkable technological know-how. Today, Brianza Plastica can offer laminates of various qualities, from standard products for the constructions and farming industries to top quality items for recreational vehicles”

, declared Alberto Crippa, CEO of Brianza Plastica. “For the latter sector, we also supply flat laminates made using two technologies: continuous production and discontinuous production. With our four plants – the last



nued Filippo Milani. "Many are the differences with respect to the European situation, but is sure that Brianza Plastica is able to satisfy the good quality demands of the US market; in fact the feeling we have established with US manufacturers is very promising in terms of development. We are proceeding with care, well aware as we are that the two systems are not mutually impermeable and that there will be an increased convergence of methods and objectives in the future".

"The differences exist, but we need to understand which European technologies can be successfully offered in America and which features of American vehicles have the potential to become the benchmark for European operators like ourselves", concluded Filippo Milani. The search for continuous growth for Brianza Plastica means new and constant investments for product development and in corporate communications as well: "The main theme that guided us was total renovation and expansion of our communication tools, website, videos, catalogues and product datasheets – declared Vera Vaselli, Marketing Manager of the Group. "The goal is to present ourselves in coordinated, coherent and exhaustive manner to sector operators to clearly show the versatility of our continuous and discontinuous production methods and the features of our product range and their many applications. It is equally important to showcase the corporate know-how we have gathered in over 50 years of experience in the production of fibreglass laminates and emphasise that today we are a leading operator in the sector with four production plants entirely dedicated to this product".

Vera Vaselli also explained the commitments that are guiding Brianza Plastica in direct relationships with customers, revealing the company's clear vision for future develop-

## ELYPLAN HIGH FINISHING: continuous rolls and sheets with mat

Elyplan High Finishing is the Elyplan range product which provides the best results in terms of appearance. It is often used for exterior surfaces thanks to the protective gelcoat, which ensures high resistance to UV rays. A mat is used to provide a perfect finish. On high demand in the recreational vehicle sector, this product combines the advantages of continuous laminates with excellent appearance. Available in thicknesses from 0.032 to 0.12 in, widths up to 10.5 ft and various RAL and NCS colours (plus other colours on request), Elyplan High Finishing is supplied in rolls or sheets (the latter upon request), with smooth, Corona treatment or mechanically sanded, with or without woven roving (mat) and with or without gelcoat protective coating.



ments: "We attended the Düsseldorf Caravan Salon for the first time in 2016 with satisfying results. It was a strategic opportunity to meet our consolidated customers who were exhibiting at the trade fair and to offer ourselves for future collaborations".

Vera Vaselli concluded that Brianza Plastica was ready for the major National RV Trade Show 2016 in Louisville, Kentucky, from November 28 to December 1. "The Louisville event will be an important showcase to reassert our presence on the US market and to introduce our new production capabilities, in particular for a key product for this market: Elyplan continuous roll

and sheet laminates with gelcoat. The focus in particular will be on the Elyplan High Finishing product which is characterised by excellent appearance thanks to the use of a mat. Usually employed for exteriors and with gelcoat protection, Elyplan HF also guarantees high UV ray resistance".



The new website

## Company Profile

Brianza Plastica was set up in 1962 to produce fibreglass laminates. Over time, it has significantly extended its market presence with a comprehensive product range. It has served the construction industry from day one and has been enjoying increasing success in the transport sector since 2006. In this arena, it supplies fibreglass sheets both to manufacturers of recreational vehicles (campers and caravans) and to lorry and refrigerated-trailer producers. The company is based in Carate Brianza (just north of Milan), with other factories in Ferrandina (near Matera), Ostellato (near Ferrara) and two in San Martino di Venezze (near Rovigo). It has storage facilities in Nola (near Naples), Lyon (France) and Elkhart (USA). Brianza Plastica is one of the European largest manufacturer of fibreglass laminates; it produces laminates both with continuous hot and with discontinuous cold technology.

