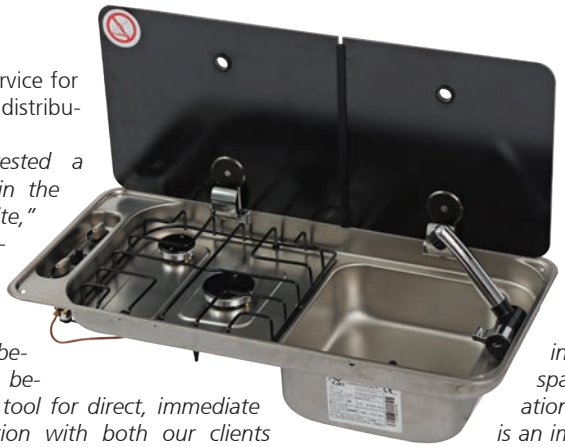
Lorenzo Bellini
Co Owner & Managing Director at CAN s.r.l

More and more global

The new factory in South Bend is 100% up and running, able to provide direct support to North American makers, a fundamental element in a new strategy for development in the RV sector which also includes an entirely updated website.

Words Enrico Bona

CAN has now been a presence in the motorhome sector for ten years: the Italian company, born and raised in the boating sector, can make a more than positive assessment of this experience, demonstrated by the growing appreciation of its products on the part of motorhome and caravan manufacturers, above all at a European level. On the firm foundation of this positive phase, CAN reaps its rewards and sets out again, proposing an offering rich not only in terms of products, but also of production and commercial strategies, with an increasingly global vision. The company is moving on several fronts, with web communication by no means the least important: the new website is online, set to become an irreplaceable service for clients and distributors.



"We've invested a great deal in the new website," explains Lorenzo Bellini, general manager of CAN, *"because we believe that a tool for direct, immediate communication with both our clients and end users is necessary. It's a brand-new and distinctly comprehensive website: state-of-the-art, starting with the graphics, highly dynamic and interactive and content-rich. For example, it offers the possibility of downloading all the manuals for our products. It's a genuine service tool, able to offer a great deal of information in a short space of time. The creation of the new website is an important stage in that phase of development in the RV sector that aims for CAN to become a presence in a global market."*

And CAN's presence in the global scenario is not only virtual, but also concrete, tangible: the new factory in the USA is now fully operational, through which the Italian company wishes to enter the American market forcefully and directly, focusing especially on the campervan sector and after-market.
"We can satisfy the American OEM market with significant volumes," continues Lorenzo Bellini. *"We've launched new production and we're ready to generate significant figures. The CAN Leisure Products US factory is located in South Bend in Indiana, a few kilometres from Elkhart: a very precise choice so that we're always close to all the major North American RV makers."*
In Europe, CAN's main market, the existing growth is confirmed, with supply to historic clients and new purchases as well. To tackle the new challenges, the technical and R&D department at the Brescia site has been consolidated: there's a young, dynamic team, which uses state-of-the-art techniques. But CAN's global vision also obviously includes China, where the company is already present with its own factory in Ning Bo, built to supply the Southeast Asian market as well as that of Australia and New Zealand, with reference both to the recreational vehicle sector and the boating sector. The entire Chinese territory is covered through a local distributor, Arena.
"We came back pleased from the Beijing exhibition," affirms Lorenzo Bellini, general manager of CAN, *"where thanks to our local distributor we organised a large stand, in which many products were exhibited. There's a great desire to get things moving in China, a wish to make progress and enthusiasm, and you breathe a positive atmosphere. The motorhome product is still little-known, but if the Chinese government supports the "green" spirit that encompasses motorhomes, as it appears to, there could be a big increase in the market. In China, where the middle class is growing, there's no shortage of road network and I'm confident about the construction of campsites and parking areas."*

But that's not all, because Australia too has its precise place within CAN's development strategy. A positive agreement has recently been signed with NCE, a valid local company operating in the field of distribution for motorhome, camping and general leisure items.
Thanks to NCE, progress is being made successfully with the various certifications necessary to bring CAN products to the local market. The process should end by the end of October, with the first products set to be delivered to clients at the start of November. But in the meantime, CAN is looking to the Caravan Salon in Düsseldorf, where it will preview an innovative product for the European market.

Company Profile

CAN, which has been operating in the nautical market from three generations is known for the reliability of its products, the quality of the materials and the capability of comprehending daily nautical life and translating it into concrete and innovative designs. Today, more than ever, the heart and mind of the company are represented by Mauro Bellini, supported by the more and more determining contribution of his sons, Lorenzo and Fabio who, together with their father, place their endless creativity and contagious passion at the service of the company in order to tie the CAN brand more and more to the world of stainless steel accessories. In 2009 CAN decided to take on a new challenge, introducing the CAMPER/CAMPING sector into its range of products, thereby entering new and stimulating markets. And so, the Bellini family has enriched and diversified its range of products with the usual care and attention. Always under the banner of quality and consistency.