

# A fast-growing company in continuous evolution

A truly wide offer, which includes advanced materials and special products: this is the new face of Filippi 1971, the Italian company in the wood sector that is preparing to face future challenges thanks to the strengthening of the commercial area and the creation of an internal research laboratory.

Words Andrea Cattaneo



Step by step, Filippi Legnami is completing the transformation program started a few years ago in partnership with Giorgio Levoni. At Aboutcamp BtoB we have been following the developments of this company with great interest and have assisted at an acceleration of the various activities over the last months, with heavy investments in human resources, as well as in technologies, machinery and building structures. And a project to update the corporate image has rightly started, aimed at making the markets understand how Filippi Legnami has changed and how much it can now offer to its customers. Now the company proposes itself with the name of Filippi accompanied by the claim "Furniture Industry since 1971". A new coordinated image that has been entrusted to the Basaglia Rota-Rodari architec-

ture firm, the same one that is taking care of the renovation of the headquarters and in particular of the office area, which is being widened to include also a showroom. What transpires is the image of a company that has been able to change radically, taking advantage of its almost fifty years of experience. Filippi is no longer just a wood industry operator specialized in panel finishing, but a company capable of offering a vast range of products and services. The production of wood-based panels, which has been the core business for more than 15 years, goes on, but now there is much more, from melamine-faced panels to digital laminates, from flat to curved doors, up to complete furnishing kits and special furniture components. The recent set-up of the internal carpentry department accompanied by the hiring of highly skilled

staff has allowed Filippi 1971 to increase not only the manufacture capacity and the product range, but also the quality level of the production itself. Today, Filippi can assert its ability to satisfy any customer's need: design tables, glossy flat doors, curved doors and postforming doors, special curved furniture including convex ones, as well as furnishing components with integrated LED lights. The company is able to work with different materials, alternative to traditional ones, such as the VittEr® - the formaldehyde-free compact laminate made by Filippi 1971, as well as certain vinyls and some special upholstery materials.

Accurate workmanship, high quality gloss, perfect mix of design and lightness: this is today Filippi's business card. "We have managed to grow a lot, in a short time - says

Francesca Filippi, Filippi 1971's marketing manager, with pride - *making the most of investments in machinery and technology. But I firmly believe that the human resources, with our highly qualified, motivated personnel, are our greatest asset. Today we are able to offer a really wide range of products, with a focus on quality and detail that is already renowned by our customers. We have worked hard on the advanced technological conception of the product, on the high quality of the realization and on a cutting-edge design, which is in continuous evolution*".

To witness the desire for growth, in June the Filippi LAB was inaugurated: this research and development department, run by Silvano Minelli, an engineer specialized in materials analysis with skills also in the field of chemistry, is a laboratory where new ideas are developed and various materials are tested. But it is also a sort of "open laboratory", where customers can observe, make their contribution, offer their impressions. The primary goal of the new R&D department is to experiment with new eco-friendly and lightweight furnishing materials, alternative to the traditional poplar plywood, which has by now suffered too many market fluctuations, with its phenomena of shortage and uncontrolled prices over the latest seasons.

And that's not all, because alongside the consolidation of the technical area, the commercial area has been strengthened, too. In fact, Francesca Filippi is flanked by Ivo Bolis, a highly qualified professional figure who has the primary task of expanding Filippi 1971 to new business opportunities. *"The company can still grow - says Francesca Filippi - not only by eroding market shares to the competition, but also by adding new markets to existing ones, in Europe and beyond"*.



Left: Ivo Bolis. Right: Silvano Minelli



## Company Profile

**F**ounded almost 50 years ago and active in the woodworking ever since, Filippi Legnami firmly fits into the recreational vehicle industry in 2000, starting a laminating line, recently doubled, for the supply of laminated lightweight panels to be used in the motorhome and caravan interiors as well as in the mobile homes 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 personalized panels decoration.

In addition to it, a melamine pressing line completes the company's product range with laminated panels that combine an innovative tactile experience with high resistance to wear, abrasion, light and scratches. At the end of 2016, the relentless activity of Filippi Legnami R&D delivers VittEr, the new generation compact laminate which is highly customizable in the design and texture, is scratch 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 introduction of the production of curved doors and any kind of components, taking the range of action even broader than ever. The RV industry is the core business for Filippi Legnami but their activity reaches also the design, furniture and alternative niche markets which always push them to innovate and progress with the times.

