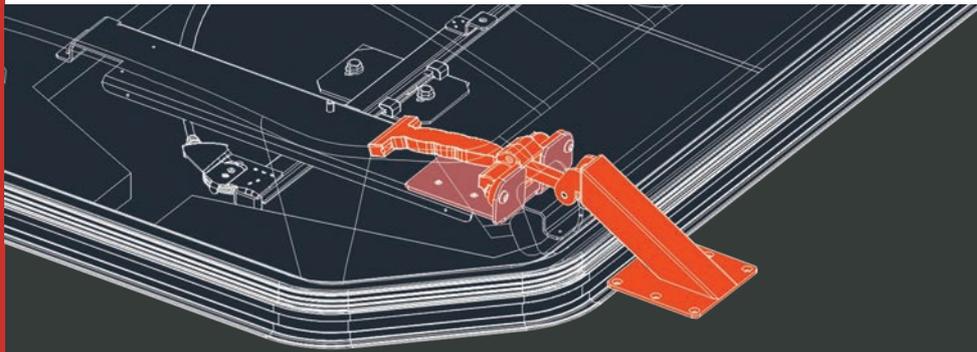




a Lippert Components' company



Doors open to the future

Increasingly appreciated by manufacturers, RV Doors is investing and making plans for the future: we evaluate the first year of activity under the control of Lippert Components.

Words Andrea Cattaneo

A year, exactly a year, has passed since RV Doors came under the influence of Lippert. Many things have changed since then and many more will change in the near future. Becoming part of the American group has lent new life to the Italian company that was already growing at a dizzying pace and was establishing itself in the European context. Now it's thinking bigger, quite rightly, and so it's investing and seeking to expand on a global market.



Daniele Scavazon
General Manager of RV Doors

But let's take a step back and try to understand what the company's stages of growth have been. The now absent Gi Emme Evo was known in the 1990s for its storage compartment flaps, but the turning point came in 2012: on the request of the client Giottiline, it started to develop a driver's door intended for motorhome cabs. After the testing stages, the product entered the market and was well received. The stage of acquisition by Metallarte, one of the leading companies in the production of doors for motorhome living units, started in 2015. Metallarte saw an opportunity for expansion and to complete its own offering in this operation, thanks precisely to the doors for motorhome cabs. The result was RV Doors, which took the technologies and workforce of the previous company and began to grow under the expert guidance of Metallarte. In the space of a few years, RV Doors has earned a position at the forefront among suppliers of cab doors for motorhomes thanks to the quality of the product and the extraordinary production flexibility of the factory in Mirano. The combination of Metallarte and RV Doors was a win-

ning one and the two sister companies attracted the attention of the American giant Lippert, at a peak of expansion into the European scene, aiming to become leader in the RV doors (cab and living unit) sector. The acquisition became official on 1 July 2017: the Lippert era began in RV Doors.

"We're living through a truly positive phase," affirms Daniele Scavazon, General Manager of RV Doors. "The arrival of Lippert brought with it security, a desire to get down to business, and there's a strong spirit of belonging. Lippert is further improving a company that in recent years had already been providing extraordinary results. We've acquired new clients, we're continuing to improve the product and the arrival of Lippert has permitted new investments in technology: I'd say we're on the right path."

The new investments are essential in order to keep pace with the demands of the market: two new machines will be installed at RV



Landing in America

RV Doors is looking not only to Europe, but aims to develop its activity on a global scale, also thanks to the support of the American parent company. One initial step is in fact a first major order for the US market: not a cab door for motorhomes, but a particular door intended for a particular caravan. RV Doors has made the Pleasant Valley brand a reduced-height door intended for a range of small caravans. This door is characterised by the arch shape at the top.

"We started with a numerically limited supply," affirms Daniele Scavazon, General Manager of RV Doors, *"to arrive 18 months later at mass production. Many American makers like RV Doors' way of working; there's ever more interest towards us; there's appreciation of the build quality, product design and – last but not least – the flexible production that we can guarantee, since we can also customise the door according to specific requests."*



Doors in this period, demonstrating continuous investment in research and development innovative technologies and better production processes. New stations have been created for the bench assembly of the doors themselves. Lippert has also invested

in human resources: strategic and operational continuity is ensured by the continuing role of Michele Checcucci as CEO of Metallarte and RV Doors, while the expert Lorenzo Manni has been entrusted with the role of Sales Manager for both Metallarte and RV Doors. As far as product investment is concerned, the new door presented last year, featuring automotive-style arms, has entered the delivery phase.

"For the show in Düsseldorf, we'll make a new variant of our driver's door for motorhomes," continues Daniele Scavazon, *"which will feature the arm with opening in steps and will have a brand-new internal design for which we're making the moulds."*

Our aim is to specialise increasingly in the construction of doors for motorhome cabs, aiming for a high level of quality and style. And let's not forget that one of RV Doors' strengths is its flexible production."

Flexibility for RV Doors means altering the standard door to create different formats, a different design for the internal panel, adding or removing servomechanisms... But flexibility also means being able to work both on small batches, requested by lesser-known or prestigious makers, and on orders for big industrial groups. The factor of price is not a secondary consideration, and Scavazon assures us that RV Doors succeeds in being highly competitive.

