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# Tecnoform goes USA... literally!

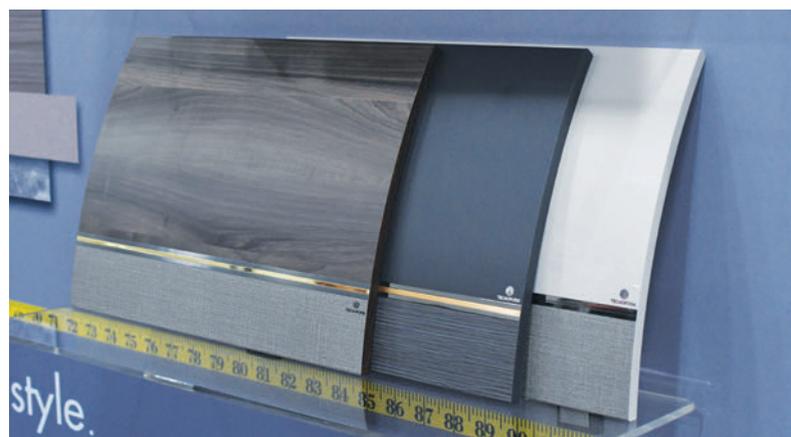
Tecnoform introduced a new type of cabinet door, which strikes the perfect balance between Italian design and American taste at the RVX trade show in Salt Lake City. But it was not the only news. Tecnoform Usa Inc. has been established to be even closer to the needs of the US market, shorten shipping times and work alongside customers also during planning and design.

*Words Andrea Cattaneo*

**S**trong of a global market vision, also deriving from experiences in home furnishing and yachting, Tecnoform has always believed in the importance of being present in America. They tiptoed onto this strategic market and earned a leading position year after year. The Italian company is being rewarded by the quality and style of its products and also by a collaborative approach that has led to creating major synergies in supplier/customer relationships.

*"We have been present on the American market for a long time," explained Renzo Kerkoc, CEO of Tecnoform. "Back in 2001, we launched a development programme to make our brand known and introduce our peculiarities by meeting manufacturers at their plants and taking part in trade fairs. Year after year, we have earned the respect of the American industry. The test of this growth is also the location of our booth at the Louisville fair trade, that became more in visible and strategic year after year until up moving up to a well-deserved first line position". Tecnoform was at all the trade fairs in Louisville and this year took part in the new format RVX held in Salt Lake City. From the past several years, the company has also attended the Elkart Open House at the end of September to visit manufacturers. In America, the company has*

supplied Winnebago since 2005 and collaborated also with Airstream with exclusive products. Since 2018, Tecnoform has been supplying manufacturers of the calibre of Jayco and Thor Motor Coach in the class B and class C motorhome range.





### The relaunch of Tecnodesign

Although the Tecnoform brand is now a very well-known brand on the American market, the same cannot be said for Tecnodesign, the company division responsible for innovation, research and development. All the design projects presented over the years to customers are created by Tecnodesign. Working alongside manufacturers, Tecnodesign develops the projects which are brought into fruition by Tecnoform. Tecnodesign suggests ideas on how to approach the market to customers, seeking gradual product evolution rather than shocking revolutions.

"We are known for our typically European premium products", said Alessandro Rossodivita, Technical and R&D Director. "We have recently been invited by several customers to introduce something that represents the half-way meeting point between typically American products and European style. This inspired us to offer a more modern take on the shaker doors that are fitted on most American RVs. With our technologies, we can reproduce very light cabinet doors that coordinate perfectly with the style of the existing furniture. We can also vary the decoration on the doors, using colours or fabric-type effects". Tecnoform has the design and development of tailor-made solutions in its DNA to supply timeless solutions, designed to evolve and be open to further developments. But



weight-reduction is equally important: Tecnoform is accustomed to operating in European where this issue is particularly felt. The new doors are much lighter than those currently employed by American manufacturers. "We realized that not all the market can converge towards European style, which tends to be very polarising," added Renzo Kerkoc. "With these doors, we are suggesting an original, Italian-made alternative to solid wood. By using wood bases covered

with decorative paper, we can experiment endless stylistic design choices on the same product. A solution like this is entirely new given the technologies currently used in the USA. The feedback we received in Salt Lake City from most manufacturers was remarkable and we went back home without a single cabinet door left, literally!"

Endless colour variations are available, although the American market prefers darker shades, such as walnut. However, also in North America some products and manufacturers stand out from the crowd and more and more RVs with lighter colours are appearing. This is perhaps due to the need to make the ambience brighter conveying greater feeling of space, although the interiors with slide-out systems are far larger than those users are accustomed to in Europe.



### Tecnoform goes USA

The news does not stop here. Tecnoform has chosen to open Tecnoform Usa Inc. in the United States. The company will be in charge of consolidating the presence of brand on this market and establish even closer relationships with customers being involved in co-design and co-engineering activities.

"We are very excited about this opportunity that will allow us to supply customers with very fast turnaround", concluded Renzo Kerkoc. "It will simplify customer relations and cancel out distances. Now that we have a company based in the USA, that will be a true and proper operating subsidiary of Tecnoform, not just a name, we can really be closer to the needs of this market and work alongside customers also during planning and design. The solid foundation of our Italian design, now lands practically on a continent where our style is in high demand."

## Tecnoform factsheet

- **The company** was founded in 1965; since 1968 has been producing furniture components for the RV sector
- **Headquarter** in Crespellano, Bologna, Italy
- **Furnishing supplier in three different sectors:** RV, Boat, Luxury home furniture
- **Global player** in RV furniture
- **95% export** (60% Europe)
- **Market leader** in United Kingdom, France and Australia
- **Major Customers:** Trigano Groupe (F), Winnebago (USA), Swift (UK), Knaus Tabbert (D), Jayco (AUS)
- **30.000 sq.m** production area
- **30.000 sq.m** of solar plant providing all Tecnoform power supply
- **170 employees**
- **Automated production lines**