HALL 13
BOOTH B16

Catalogue and custom products

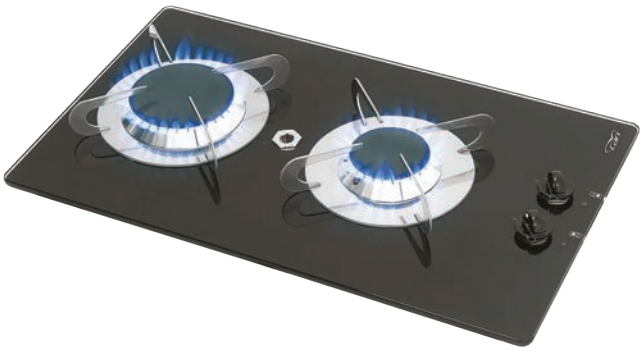
With ten years of investments in the RV sector and a comprehensive, well-structured product catalogue, CAN has gained a consolidated foothold and is committed to developing dedicated products in synergy with individual manufacturers. Production volumes are now very high and new customers are being acquired worldwide, not only in Europe.

Words Giorgio Carpi

After a definitely positive 2018-2019 season, CAN is returning to Düsseldorf strong of the results achieved with its cooktops and new customers that testify to its market penetration. The Italian company will be at the Caravan Salon with a wide range of consolidated products and several innovative proposals, all presented also through new communication tools. CAN is sure that the challenge with the RV market has been won. That transferring expertise from recreational boating to the RV market would be successful was by no means taken for granted but today, ten years later, there is no doubt. The numbers are constantly growing and every year thousands of CAN cooktops, ovens and sinks are installed on various types of motorhomes and caravans.

"We have gained a consolidated foothold", confirmed Lorenzo Bellini, CEO of CAN. *"We are well known and have also become a key reference in the RV sector. The investments we made over recent years to create specific product lines for the RV sector have certainly contributed to this. The growth of CAN may have been slow, but has been continuous and constant year after year. It is the result of our efforts to create models dedicated to motorhomes and caravans. We have been introducing new models on the market for several years now in order to offer a good base of variants to our customers who are always looking for new solutions, attentive to ergonomics and design"*.

The CAN catalogue is remarkably comprehensive. The most important products are the cooktops with lid flushed with the worktop. Cutting-edge design and robust, reliable burners have made many companies appreciate these products. The possibility of integrating the sink means being able to make compact yet functional kitchen worktops. An important advancement took place five years ago, when important investments were made in moulds and the company chose to support the rise of the camper vans segment, for which it has supplied of thousands of components, especially for the Trigano group. Today, CAN is working with almost all European manufacturers, precisely

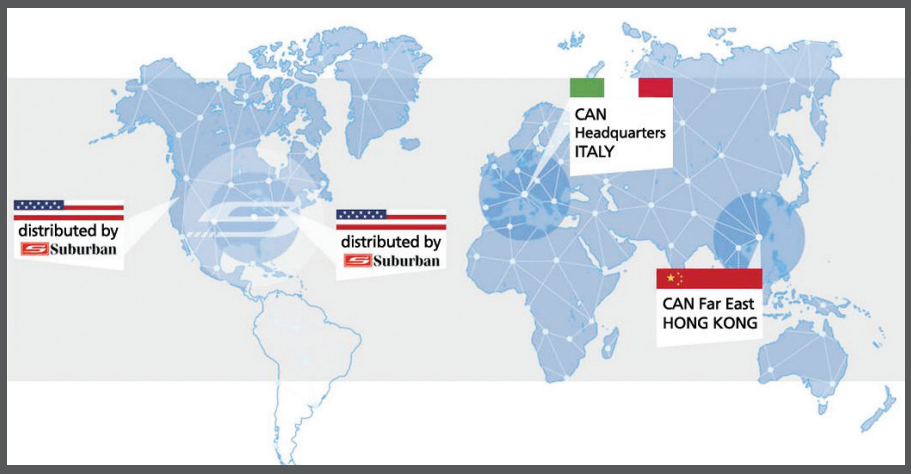


because it can guarantee a varied range for all requirements. CAN has recently started to complement the catalogue with personalised products to the specifications of individual customers.

Specific products

After ten years of presence on the RV market and a wide range of standard products in the catalogue, CAN has now made the leap and is specialising in direct relationships with OEMs. The company is offering specific models and solutions dedicated to customers. The commitment and proximity to RV manufacturers demonstrated over the years have led to establishing relationships of trust with major OEMs, who turn to CAN as a preferred supplier with which to develop and co-design specific models. CAN has become the official supplier for the entire Rapido group, recently specific moulds have been made for the Itineo and Rapido models, and the supply of all Adria products has also been consolidated. In addition, future developments in cooperation with the Erwin Hymer Group are planned and negotiations are underway. In America, a significant distribution agreement has been kicked off with Suburban, while with Australia the preliminary stages have been completed and the first supply will start in a few days' time. The work in Australia has been important and Australian certifications have been acquired for cooktops and cooktop-and-sink combos. An innovative slide-out cooktop, which promises to revolutionise the design of the kitchens of many vehicles, will be introduced by CAN next year.

"Europe, America, Asia and Australia – we are present everywhere and we are investing in new equipment to acquire new customers", concluded Lorenzo Bellini. *"The goal of doubling our production in the short term is within our reach. In brief, I believe that we can identify three phases in the commitment of CAN in the field of RVs. After focusing for ten years on creating a new platform of products for RV kitchens, we are now aiming at work with OEMs to create specific models, while in the future, thanks to synergies, we will be able to offer a far-reaching service that goes beyond the kitchen area."*

Company Profile

CAN, which has been operating in the nautical market for 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. 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. 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.