



## Building ideas, building the future

Innovation, style and new ideas of space: Tecnoform aims to create the best partnership with clients. Its key focus areas for 2020 are "Italian design", "precise engineering" and "lightweight construction".

*Words Andrea Cattaneo*

**T**he profile of Tecnoform outlined in the last edition of the Caravan Salon Dusseldorf is that of a modern and dynamic company with the advantage of over 50 years' experience, but at the same time one that looks to the future by implementing new strategies to be ever closer to its customers.

Tecnoform is undergoing a modernization phase which started with the appointment of new managers and investments in new machinery in recent years. This Italian company doesn't forget the values that have created its know-how over the years and preserve the high-level designs that have always distinguished it.

The ultimate goal for Tecnoform is to increase the services it offers to its clients, to further increase product quality and offer more efficiency and punctuality.

AboutcampBtoB recently visited the Tecnoform factory and could see that the company is on the right track. It's important to understand that Tecnoform does not just build furniture, but also creates ideas. Its designers and technicians are continually undertaking research to identify and interpret future needs. The Tecnoform team looks for new ideas, identifies new trends, and then creates a moodboard to present to the client. This creates an important fruitful collaboration that helps Tecnoform to support a customer from the early phase right up to the end of a project.

### **Inspirational design**

At the Caravan Salon Dusseldorf, Tecnoform presented its Decors Box, a new and exclusive catalogue of styles at the disposal of RV



## La Cucina Tecnoform

At Caravan Salon, Tecnoform introduced a new solution for the kitchen: La Cucina Tecnoform.

This is not only a new kitchen furniture with a revolutionary layout offering a space optimization of the living area, but also confirms Tecnoform's ability to work on multiple levels, from the excellent construction of a piece of furniture to modelling a space that opens unexpected scenarios to architects and designers of motorhomes and caravans. There is a large worktop in La Cucina Tecnoform, plus a hidden table: a solution to create a wider area, maximum space flexibility and remarkable residential comfort. Tecnoform wins the challenge to create a real living room where kitchen and dinette merge into a spacious area, with a new layout and a new way of organizing the space inside the vehicle.

### TF Coating

Tecnoform has expertise in many areas. At the Caravan Salon it also presented an interesting new texture coating, called TF Coating, that can be applied on light MDF boards, plywood or foam panels to achieve lightweight solutions. TF Coating allows manufacturers to decorate all surfaces, tables and kitchen worktops, and it guarantees designers the freedom of various shapes with a seamless surface. It's a valid alternative to high-end products such as Corian and is available with high variety of colours and textures. TF Coating has a natural look in line with the latest home furniture design trends.

### Smart Weight Program

The Smart Weight Program is a new solution for the RV industry from Tecnoform. For several years, Tecnoform has been researching lightweight technologies and products. This will continue to be its most important R&D area for the caravan sector to find improved technological solutions for several super-light construction products: the new "Smart Weight" brand identifies its furniture components that will be produced following the new technique. The "Smart Weight" products are up to 30 percent lighter in weight. The goal of the Smart Weight Program is to create products with sustainable costs in a variety of shapes that are easy to use, but also employ available raw materials and allow the usage of all decorative typologies. The program is also focusing on the environmental impact and RV manufacturers' requirements.



manufacturers and designers. The Decors Box collects the latest decorative materials and innovations. Tecnoform identifies and updates design trends and works closely with the major international décor suppliers to offer a range of the latest materials. It uses these to propose interior concepts to the RV designers, who are free to select, try and match several samples for their new projects. This is typical of the Inspirational Design available from Tecnoform.

## 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), Jayco Inc. (USA), Thor Motor Coach (USA), 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**

