

Strong partnership to conquer the down under



Paul Widdis

Leisure-Tec and Truma's partnership started in July 2018. It will see the Truma brand continue to grow its ever-increasing global market reach and bring 'more comfort on the move' to more travellers looking for quality products.

Leisure-Tec Australia is part of the Truma Group and delivers innovation to the RV and lifestyle industry in Australia, specialising in providing more comfort to customers on the move. Distributing three brands – Truma, myCOOLMAN & Milenco – Leisure-Tec's products are not only on the front line of innovation, they also enrich the lives of their customers, encouraging them to get more out of life and make living life off the beaten track a reality with all of the comforts of home. Each of Leisure-Tec's brands service different market segments, yet they still manage to cross over in many areas to complement each other in a holistic leisure vehicle setup.

The latest release from Leisure-Tec and Truma is the Aventa compact plus, a brand-new design straight from Truma Germany's R&D team. The Truma Aventa is designed to fill a gap in the rooftop air-conditioning market, by bringing a smaller, lighter, quieter and more compact appliance to the market. This enables recreational vehicle manufacturers to have greater flexibility with their designs, providing them more space for roof top for solar panels, antennas and skylights while still being able to provide the customer with a premium and high quality

air-conditioning solution for their vehicle.

Together Leisure-Tec & Truma have continued to grow in both the Australian and New Zealand marketplaces. With a profound focus on R&D, connectivity, and innovation both companies are supporting Australian and New Zealand recreational vehicle manufacturers with unparalleled support in both technical and sales & marketing capacity. Paul Widdis General Manager of Leisure-Tec Australia said: "having such a terrific partnership with Truma in Germany enables us to better support our Aussie manufacturers, we work closely with many manufacturers to ensure that not only the Truma product is installed to the highest standard, but also to work with them in understanding the customers changing needs, in turn this allows us to work together to develop new products and solutions to meet the needs of both the manufacturer and customer".

Keeping one eye firmly on the future and the other on offering exceptional service and support to local manufacturers and end customers has been the key to success with Leisure-Tec. William Thiel Leisure-Tec's Technical Director said "it is amazing how far a bit of





additional support to our manufacturers can go. We do not want our brands experience to stop once we have sold a product, we want to continue to understand the needs of our manufacturers, by working closely together to learn how they use our products in their vehicles, understanding their installation techniques and the everchanging need of the end consumer. Not only does this help us develop new products and solutions to better support the manufacture but it also fosters growth for both the manufacture and our products, which at the end of the day is the ultimate goal."

Off-road above all

Leisure-Tec's partnership with Truma has opened the door to many new product development opportunities. The Australian and the European market are quite different not only in terms of customer needs but also the terrain in which they travel. The Australian market is quite heavily focused on the off-road market, meaning manufacturers need to look for solutions suited to high impact, fine dust/dirt ingress and constant vibration. Both Leisure-Tec and Truma's R&D teams work in collaboration with many Australian manufacturers to research and collect data on Australian conditions and usage and then use that data to develop industry leading products specifically for the Australian market. A terrific example of this is the Truma VarioHeat, Combi 4E, 4E & D6 as well as the AquaGo, they have all been tested endures the 'Arizona Test Dust' (ISO 12103-1) and passed with flying colours, so that fine red Aussie dirt really doesn't stand a chance at making it's way into the vehicle.

COVID-19

COVID-19 has taken the world by surprise and crippled a lot of industries however the leisure vehicle market in Australia has been very fortunate at weathering the storm. While Leisure-Tec has seen many of its manufacturers reduce their working weeks to 3-4 days, they have made the decision to remain open and continue servicing the industry - of course under strict hygiene regulations as employees' health has priority. With Australian domestic travel tipped to ramp up in the wake of COVID-19 fears of travelling abroad, Australian travellers are said to already be looking at local options for holidaying and adventuring. "We forecast that many Australians will go out and enjoy caravan and camping within the country as restrictions start to ease" commented Mr Widdis. Looking towards the future of the RV industry in Australia is a very exciting prospect, "the future is growing to have more and more of an off-road focus; from camper trailers to campervans and even custom built utility vehicles, it is sensational to see that more and more Aussies want to explore the Australian outdoors" Mr Widdis told Aboutcamp.

The future challenges

When asked about the biggest challenges that Leisure-Tec will have to meet in the next few years Mr Thiel said "technology of course! Technology moves at such a rapid pace in ever aspect of our lives it is only a natural progression to see technology being adapted to the leisure market. Together Leisure-Tec's, Truma's, myCOOLMAN & Milenco's R&D teams continue to work together to challenge the 'norm' of how technology can and is used in the leisure industry". Mr Thiel continued by saying that connectivity is a large part of peoples everyday lives now - and that Truma's CP plus is a brilliant example of how your leisure vehicles different appliances (heating, cooling and hot water) could all be controlled and run seamlessly off one single digital interface. Leisure-Tec only plans to continue growing its business and that may mean adding new product categories beyond what they already stock. Mr Widdis said "We have an experienced, enthusiastic and innovative R&D team who are always looking for new opportunities and categories to help enhance the way Australians camp, caravan and travel and



Truma AquaGo Instant, Constant and Endless hot water

Truma has developed a new generation of instant water heaters that are perfectly balanced to enhance comfort. The main difference between the tankless Truma AquaGo and traditional boiler tank water heaters is that the innovative AquaGo uses hybrid technology, which results in instant and endless hot water without fluctuating temperatures. Customers whose vehicles are equipped with the new Truma AquaGo water heater will have a comfortable water temperature while enjoying an unlimited supply of hot water without the risk of scalding.

The benefits of Truma AquaGo:

- Instant hot water – no more wasting cold water
- Hybrid technology with constant temperature – no scalding
- Most powerful and efficient instant water heater on the market
- Endless hot water even at high flow rates
- All-season use: can be used when it is freezing outside
- Intuitive operation like at home

The Easy Drain Lever offers easy maintenance, making it possible to drain the system without using any tools. The integrated water diverter eliminates water stains on the vehicle exterior. A reusable filter cartridge reduces scale particulates. Thanks to microprocessor-controlled stepless burner management, Truma AquaGo water heater always delivers a constant water temperature, even at high and low flow rates and varying inlet water temperatures.

The Truma AquaGo utilises hybrid technology with a patent pending temperature stabiliser. Users can adjust temperatures like at home: when showering, a constant hot water temperature is maintained even after the water is turned off, then back on again – no more scalding.

review these opportunities regularly". Leisure-Tec and Truma underlined their Australian partnership for the future by signing a three year sponsorship contract with the biggest RV show in Australia; the Victorian Caravan, Camping & Touring Supershow. Celebrating 70 years in manufacturing, Truma is excited to be the principal sponsor and naming partner for this year's Supershow which took place February 2020.

