

# Ten years of innovation

Bartolacci Design celebrates its tenth year of operation in 2014. The Florentine company, established in 2005, is specialized in the production of LED lighting for recreational vehicles

Words Antonio Mazzucchelli



Andrea Bartolacci, CEO

“2013 was a very important year for Bartolacci Design because once again we have renewed our commitment to improvement and offering our customers innovative and high quality products, where quality also means assistance and flexibility,” says Andrea Bartolacci, the owner. “This means being able to react immediately to every kind of problem and accommodate the customers’ requests for a great variety of technical variations. In addition, we have focused on rendering our internal management increasingly attentive to the needs of the market. For example, we have improved delivery times for our ongoing customer relationships. We have invested huge amounts of capital in order to industrialise our products and produce them directly within the company. In addition, we have abandoned the trade name Tecnoled by Bartolacci Design, which is superfluous since the company and the Bartolacci Design brand already existed. Over the past two years, the Tecnoled line has focused on home and professional lighting systems. To further reinforce our corporate mission – aimed exclusively at motorhomes and caravans – we have abandoned the old brand and retained only the name Bartolacci Design as a guarantee of reliability, quality and professionalism. Manufacturers know that for ten years now Bartolacci Design has set the standard in this sector, offering innovation, design and technology”.

Bartolacci Design has always paid great attention to the perfect combination of technology and design. Its most distinctive line – the Plexy line – is designed to be mounted as original equipment and makes available a wide range of customizations, not only regarding the forms but also the materials, and includes mirror, satin finish, opaline and transparent elements. Style, taste, technology and refined production represent the strength of this line of primary and secondary ceiling lighting chosen by manu-



facturers of motorhomes from all across Europe.

“Our products are genuinely Made in Italy,” continues Andrea Bartolacci, “with the exception of the LEDs, that is, the Japanese Micropower of Citizens and the SMD 5630 built in China, but their colour temperature is certified and guaranteed. The rest of the processing is carried out in Italy with Italian components. This is a point of pride for us, and we want to offer manufacturers impeccable quality and a high level of product customization. In our company we have equipment for the laser cutting of plexiglass, which allows us to create any shape and customization we want, but also to experiment with new solutions such as, for example, the com-

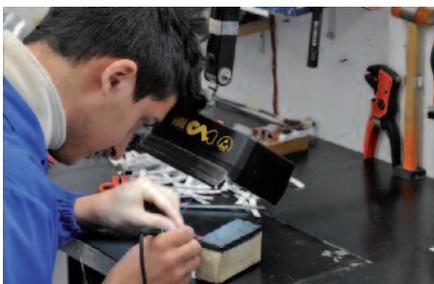
bination of materials like wood and leather. We currently use 18 different ABS injection moulds to manufacture the external parts of our spotlights. We control all the phases of production and, unlike others, we do not test the products by sampling – instead, we test and certify all of our spotlights. For us, responsiveness to the demands of our customers is very important, and we are structured in a flexible way, able to respond quickly to any and all requests of the manufacturers of motorhomes by increasing production volumes – without, of course, decreasing the quality of our products. Since we do not leave anything to chance, we have designed a special kind of packaging in eco-friendly cardboard, in which the spotlights are arran-



ged in an orderly manner and in a shockproof position."

Among the best-selling products of Bartolacci Design is the "Replace" line, consisting of modules designed to replace traditional light bulbs (halogen, incandescent, neon lights) with modern LED technology: the markets have rewarded this innovation and allowed Bartolacci Design to achieve excellent results in just a few years, also in the aftermarket. The "Spotlight with arm" line consists of spotlights with bodies attached to a flexible arm (FLEX), or to a rigid articulated arm (NDA), which are recommended when the orientation of the light source is essential to improving the comfort of both the living environment and the sleeping area. The "External spotlights" and "Recessed spotlights" lines use current LED technology and conform to the standards used now for years in recreational vehicles. The "Linear lamps" line was primarily designed for under-cabinet lighting. There are various types and they differ in the type of light generated: diffused or semi-diffused, in warm, cool or neutral white.

"Today Bartolacci Design Lighting Systems are mounted on the vehicles of the leading manufacturers of recreational vehicles in Europe," says Andrea Bartolacci. "Our growth has been gradual, constant, and is the result of a serious and passionate commitment, entirely focused on service and quality. "In the world of LEDs, we make a difference" is the slogan of our company, to underline the attention we pay to the search for ever more advanced technologies and advanced quality control systems. We have extensive experience in the customization of products and we want to be not just a supplier for manufacturers of motor homes, but also a technical and strategic partner in the design of exclusive lighting systems".



Claudio Paolini, Sales Manager

## ***In the words of Claudio Paolini*** **Sales Manager, Bartolacci Design**

**I** have been with Bartolacci Design for one year, but I have substantial experience in the field of recreational vehicles and have worked for many years in companies operating in this sector. I am responsible for all markets and act as a bridge between the client and our design office. In fact, we specialize in product customization and we are able to create forms, add logos and design specific products for our OEM clients. This is the added value that sets us apart from other companies who merely distribute standard products "Made in China." For us, quality is essential. Our electronics are designed and sized for recreational vehicle applications and all of our LEDs are selected in order to have the same colour temperature and are guaranteed. Customer service is one of our priorities. Service is offered not only to our professional clients, but also to the end user, who for years has known he can contact us by phone to take advantage of an exclusive after sales service. Besides, we have established an important tradition in the aftermarket, where our Replace line has created a true revolution. Now that most motorhomes mount LED lighting as standard equipment, we are thinking about an upgrade to Replace, with interesting developments that we will reveal in the near future. One of the key factors for success in the field of LED lighting today is the price. The market is flooded with low-quality Chinese products offered at very aggressive prices. We have managed to create a very competitive price structure while maintaining the quality and design that have been at the root of the success of our company over the past ten years.