

Project 2000 lands in America

After consolidating its leadership in the production of bed lifting systems in Europe, Project 2000 docks in the United States thanks to the collaboration with Winnebago Industries, Inc. and the distributor Lippert Components, Inc

Words Antonio Mazzucchelli



Davide Nardini CEO



The 2014 of Project 2000 is marked by the beginning of two important cooperations in the United States. It's in fact already in place the supply of bed lifting system to the manufacturer Winnebago, result of a long activity of promotion and qualification of the product to adapt it to the requirements of the American market, while the partnership with Lippert Components, Inc. – main player in the accessories market

in the continent – on all of the Project 2000 product range will enable a further expansion.

"The Winnebago designers were following us since several time, monitoring our growth on the European market – says Davide Nardini, CEO at Project 2000 – They have then decided to try our systems and were really impressed with the technological gap existing between our beds and the other

products available in their local market. For this reason, Winnebago has decided to use our beds on several vehicle lines, both as standard and as an optional. Our presence in the American market caught the attention of various players and we have involved an important actor such as Lippert Components, Inc. – a real giant in the production and distribution of components for OEM, part of the Drew Industries group. This expansion in the USA is a source of pride and satisfaction for us and is part of a path of growth on the international markets started time ago and that sees us present in Australia, New Zealand, Japan, Saudi Arabia, Canada e China".



The cooperation with Lippert Components, Inc. entails not only the distribution of the best seller among the 12600, but



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also
the
electronic

steps and the TV Brackets. Project 2000 had already approached the US Market by participating the TDL project (Tecnoform Design Lab), a prototype which had been presented by the Italian company Tecnoform and that Airstream has then transformed in the innovative and luxurious towable Landyacht. In that occasion, Project 2000 developed and manufactured an inedited radio-controlled mechanism to automatically lift the central bed to easily access the locker underneath the bed. The caravan was presented at the 2012 edition of the Caravan Salon in Düsseldorf and it got awarded in the categories "Best Interior Design" and "Best Practice" in the prestigious competition "Caravanning Design

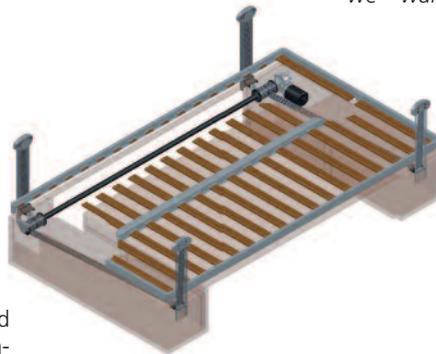
Award: 2012/2013".

"The new engagement in the huge American market brought us to open a new production line specific for this new cooperation – continues Davide Nardini – and we have extended our production capacity expanding the facility with a new area where we assemble together the bed lift to the bed frame, produced by us under the brand name Technodesign. In fact, we wanted



thanks to the aluminum extrusions and to the plastic corners and the variable angle corners".

Our system to vary the height of the beds, the 12600, was presented at the end of 2009 and proposes a motorized system, entirely installed underneath the bed frame and managed by a controller, that rolls four belts, anchored to the walls, around a single shaft. In 2011, the 12600 was made available also for those layouts with a central queen's bed. In 2012 Project 2000 was awarded with the international patent of invention and in 2013 the Tuscany-based company introduced the 12658, a central bed with a freestanding structure and the ability to vary the height, to lift the front part of the frame and to retract the back part of the frame to provide a backrest. With this bed, Project 2000 was awarded with the "Salone del Camper Award 2013", in the section I "Accessories and Components".



to create complete and tailored products able to satisfy any construction need"

For example we have bed frames with a lowered profile, that can be installed on vehicles with reduced internal dimensions . We offer a great design flexibility to the manufacturers since we are able to supply frames for bed with any shape and dimension,

Project 2000 will exhibit at the "All In Caravanning 2014"



This year Project 2000 will participate at the Chinese fair "All In Caravanning" 2014, which shall be held from June 27th to June 29th in Beijing. It is widely considered the most important sector fair in China, with a presence for last year of approximately 100 exhibitors and a participation of approximately 20.000 visitors. The importance that the fair is gathering is witnessed by the joint organization by Messe Düsseldorf GmbH – organizer of the Caravan Salon – and the patronage of the most important sector associations worldwide (RVIA - USA, CRVA - Australia, CIVD - Germania).

We are ready to face new challenges – says Lorenzo Manni, Sales Manager at Project 2000 – In China, the government is encouraging the touring holidays as a tool to allow the citizens to get to know better their own country. There are important projects for the creation of infrastructures

and what today is a market with a potential of a few hundreds of registrations may reach, in a couple of years or less, a number of registrations such as to make it a first band market. We want to be part of this growth by proposing our bed lifting systems, our electronic steps and our TV Brackets. These are mature products, resulting from many years of development and we are sure that may represent valid solutions for the Chinese designers. Today our bed lifting systems are suitable to any application, from the maxi motorhome to the minivan.

At the fair we will showcase our products with major technological content with the intent to create a sales and distribution channel able to represent us properly. We are sure that even a new, evolving market such as the Chinese one will appreciate the quality of our systems.

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