The Atelier of style

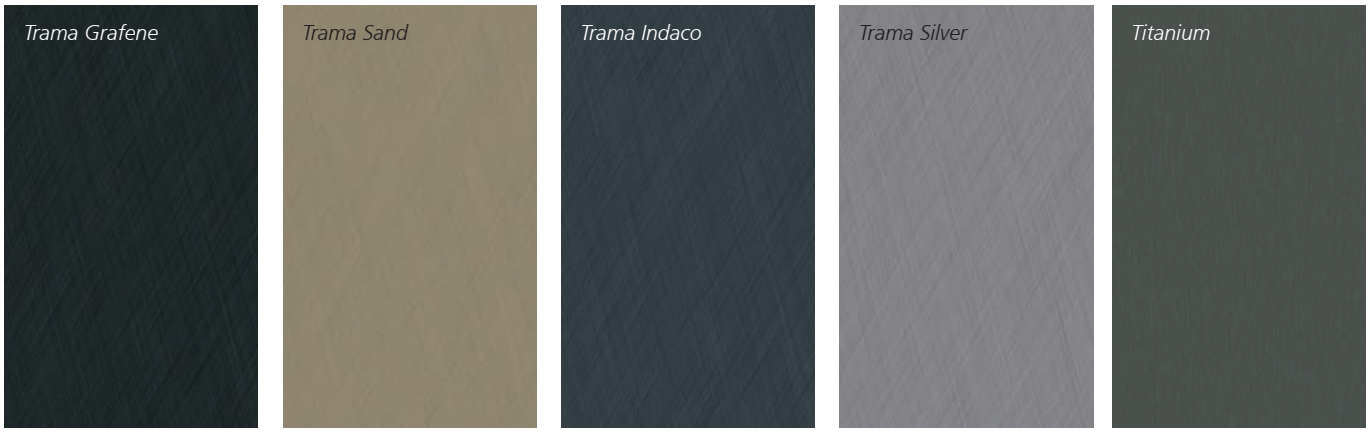
From the new Atelier catalogue to the Caravan Collection portfolio, the many decoration ideas are the result of a clever selection of the latest trends by Lamicolor. The vast array of proposals distinguishes the production of laminates that also successfully address the RV sector

Words Renato Antonini

The success of a new motorhome model or a new caravan line-up depends on several factors. The décor of the laminates used for the furniture is of primary importance because it sets the interior tone. This is why the Lamicolor catalogue is constantly updated with ideas that express up-to-the-moment trends and anticipate fashions. Lamicolor is a leader in the production of HPL high-pressure laminates operating in various sectors, including RVs. Although the company does not sell directly to motorhome and caravan manufacturers, it is well known in the RV world. Lamicolor laminates are the go-to choice for suppliers of furnishing elements to major international players.

"Our customers highly appreciate our ability to be proactive and adapt to market changes", explained Roberto Gandino, CEO of Lamicolor. *"Now, for instance, we are noticing an increase in demand for laminates for the camper vans. More resistant materials are chosen with a preference for monochrome solutions often in lighter hues. Lamicolor was ready for change demonstrating a reactivity that is by no means taken for granted"*.

Lamicolor is continuing on a balanced growth path, focusing on the commitment to boost customer retention in the RV sector and committing to increasing production and service. New people have recently been hired and a new plot of land will soon be attached to the production site and may be used for the construction of new facilities in the future. There is no lack of attention to the environment.



A plan to expand the photovoltaic system on the building roof has recently been approved. The new system will be able to meet 20% of the company's electricity needs.

Caravan Collection

A fundamental tool to interact with the various operators in the RV sector is the Caravan Collection, a selection of decorations designed specifically for motorhome and caravan furnishings. For over twenty years, Lamicolor has been presenting a specific collection for the RV world and its proposals are always warmly anticipated by customers. *"The Caravan Collection is a valuable tool for everyone in charge of defining new furnishing solutions,"* commented Pierre Cibrario, sales manager of Lamicolor. *"We send our collection to the designers and managers of RV manufacturers and to all furnishing component makers."*

The role played by Lamicolor laminates should by no means be underestimated because they are used for surfaces of considerable visual impact, such as tables and kitchen worktops. The laminate quantity is increasingly greater on RVs. In addition to tables and kitchen worktops, Lamicolor products are used for vertical solutions, such as doors, walls and bathroom details.

"The Caravan Collection is a well-balanced mix of new and traditional patterns and our selection work is highly appreciated", Pierre Cibrario added. *"It is a service that we offer to customers to help them speed up the delicate decision-making processes that precede production. The Caravan Collection is based on research and clever selection that includes an insightful analysis of current trends. The long journey starts in April and ends in September with the launch of the new collection towards the end of October or early November at the latest"*.

A marked preference for matte and modern solutions has recently been observed. Traditional decorations are less favoured with a shift towards less formal patterns, sometimes mimicking natural materials. The new décors of the Caravan Collection 2020 feature stone and marble effects alongside geometric patterns paired with trendy colours. Many are already available in stock while for others Lamicolor kicks off laminates to order.

The Atelier and the new decorations

The RV world is getting closer and closer to the trends of home furniture and many proposals favoured for furniture in general find their way to motorhome and caravan interiors. Every four years, Lamicolor launches a collection of decorations suited to all sectors in which it operates. The 2019-2022 collection has now been enriched with new patterns, new colours and new graphics that have been sent out the customers. The collection and its integrations, already showcased on the company website, is the concentration of everything offered by Lamicolor today. New ideas include cool metallic effects and trendy light-coloured marble, for which the demand is expected to increase in the near future.

But these days Lamicolor is also launching a new work tool called the Atelier catalogue. It is dedicated to home furniture but is expected to attract the attention of the RV world (some decorations from the Caravan Collection are also found in the Atelier). An elegant box was shipped to over seven hundred selected operators. The new Atelier collection consists of two sections: Trend and Plus. The Trend section features the most stylish décors that are already available for the production of laminates. The Plus section, on the other hand, provides examples of the many possibilities offered by a new product, called Plus, launched on the market last year. It is available in a very wide range of colours and practically all Lamicolor patterns. Suitable for use in the RV sector as well, Plus is an ultra-matte, post-forming, smudge-proof and scratch-resistant laminate with remarkable elasticity. It is available in all sizes and thicknesses. Laminate Plus enhances some patterns, such as metallic in particular.

"There is a lot of work behind our new collections," concluded Roberto Gandino. *"More and more customers see Lamicolor as a reliable partner capable of offering a truly wide range of products, with over three hundred patterns in the catalogue and more than twenty new décors selected each year that are the result of clever research."*

Company profile

An Italian company with a 50-year history, Lamicolor works in the field of producing laminates for the furnishing sector. The key product is Lamco HPL, produced through high-pressure, high-temperature pressing. More than 1.5 million laminate panels come off Lamicolor production lines each year.

The factory, located in lower Piedmont, can count on an area of 27,000 m², 15,000 of which is covered. 130 employees work there and the company's turnover exceeds 28 million euros.

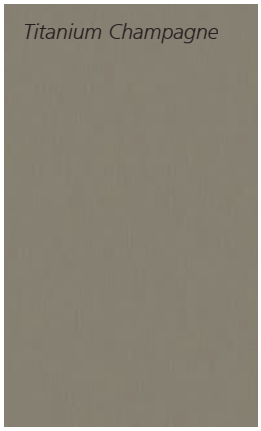
The RV sector represents an important percentage of activity and involves the supply of laminates for furnishing (see the table and kitchen tops) to the biggest carpenters working in supply to European groups, joined by collaboration with Australian companies.

The first product collection for the sector dates to 1998: since then, specific ranges of laminates for the sector are created every year.

Lamicolor production is guaranteed by various European and international certifications, including FSC and PEFC with reference to the use of products sourced from sustainably managed forests.

Above: Pierre Cibrario

Titanium Cosmic



Titanium Champagne