

Light that shapes the environment

A rich and growing catalogue of lighting products allows Dimatec to communicate effectively with European manufacturers and intensify its commitment to the supply of original equipment.

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Alexander Vohwinkel and Pascal Sanguinet

Dimatec is now present for the third year at the Caravan Salon – a must for those who, like the Italian company founded over thirty years ago by Richard Pirovino, are determined to transcend national boundaries and address the global market. The results are very encouraging, especially the fact that today Germany is Dimatec's biggest market, absorbing 30% of OEM sales.

Moreover, in just a short time the company's approach to the market, too, has changed. Thanks to the development of contacts with European manufacturers it has reduced workloads in the aftermarket and increased business relating to the supply of original equipment.

"It is certain that Dimatec today has a European dimension and a greater propensity for the OEM market", explains Alexander

Vohwinkel, Key Account Manager of Dimatec, "and this is due, among other things, to our constant presence at the Caravan Salon. In 2013, when we exhibited for the first time in Düsseldorf, the aftermarket

accounted for 65% of our sales, but today

OEM and aftermarket sales are roughly equal, at 50%. We work very well with Germany, which

covers about 30% of our

OEM sales, but also our performance in the United Kingdom is positive. Now our goal is to increase our market share in France, which is the second European market in the field of recreational vehicles and therefore cannot be treated lightly."

But what are the proposals that Dimatec makes to vehicle manufacturers? Let's take an up-close look at the new products the company will present this coming season.

First, the choice of ceiling lamps for interiors in the ML line has been enhanced. Some versions presented in Düsseldorf last year as prototypes have now officially entered the catalogue. The ML series is also available with a central touch button, which lets you vary the light's intensity, or can be equipped with secondary lighting, with customizable colours. Thanks to the transparent borders, the acrylic

bases create scenic lighting all around the perimeter.

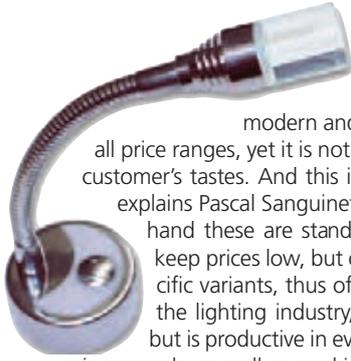
But the real novelty at the Caravan Salon

are the ultra-thin PAN ceiling lights, only 5mm thick, a real record. The line is intentionally simple, minimal, to create modern elegance that appeals to the tastes of many and blends in perfectly with different types of internal environments.

They will be available in both round, and square versions. The first is available in two standard sizes, plus an optional additional one, with a painted aluminium or chrome finish. The second is available in three different sizes, 10x10, 10x20 and 10x30 centimetres, and is made of aluminium and plastic, in white or painted with colours of your choice.

A fundamental characteristic of these lamps is their completely diffused light, which prevents you from seeing the little points of light typical of LEDs,





and thus they are perfectly in line with the latest trends in lighting design. With this line of lamps, Dimatec has created a modern and elegant product, adaptable to vehicles of all price ranges, yet it is not costly and can be easily customized to the customer's tastes. And this is the typical *modus operandi* of Dimatec, explains Pascal Sanguinet, Sales Manager of Dimatec: "On the one hand these are standardized products, and so it is possible to keep prices low, but on the other it is possible to introduce specific variants, thus offering a good degree of customization. In the lighting industry, Dimatec is active not only commercially, but is productive in every respect, having invested in moulds and in research, as well as working closely with architects and designers." And to remain in the field of interior lighting, newly developed spo-



lights are on the way in the FX-A and FA-A range. With transparent and very light acrylic exteriors, they are easily customizable at the customer's request, without creating special moulds. They may have a touch switch and can be equipped with secondary lighting. The double light can be, for example, blue and white, or a warm white for the living area and a neutral white for reading. Nowadays, not even in the field of recreational vehicles can you speak generically of "light." Instead you must consider the various nuances of "light as a substance," kno-



wing how to handle, shape it purposefully, and realise the designers' ideas – ideas that will not only increase the physical and psychological well-being of the user, but will also provide valuable selling points for manufacturers and traders.

"Thanks to a broad and well diversified product catalogue," continues Alexander Vohwinkel, Key Account Manager of Dimatec, "we can create the perfect lighting for all types of campers and for every price range, and we're comfortable working on large quantities, but also on small series."

The new proposals do not end here, with internal lighting. We can also consider as a novelty the external porch light, model AW8, as it is the evolution of the prototype AW7 presented last year at the Caravan Salon. Already ordered by manufacturers like Rimor and SEA, the AW8 external light is larger than the original prototype – now about 650 mm – and utilises two additional LEDs. More than just a porch light, it can function as a drip channel for the door.

The entry handle, model number HR3CS, completes the summary of new products. But what does lighting have to do with a handle designed to complement the doorsteps? It is easy to explain: now we no longer think in terms of single-purpose products, and so even the entry handle of today incorporates LED lights in a special internal housing. But Dimatec wanted to go beyond the concepts of decorative light seen until now, and has created a genuine lighting system oriented toward the steps, so as to facilitate in practical terms the task of going up or down in the dark. Lighting is not the only sector on which the Lombard company focuses, but it certainly is one where it performs best and most independently as a producer, in direct relationships with manufacturers. Given that the quality of light on board has become increasingly important in recent years, it's easy to appreciate how Dimatec has artfully developed skills that are unique, helping it to become a major player in the European market.

Company Profile

A specialist supplier of lighting for recreational vehicles, Dimatec S.p.a. has been in business for over three decades. Established in 1983, it traces its roots even further back, to when founder Richard Pirovino began operating in the original-equipment industry as long ago as 1974. In 1989, the firm entered the lighting sector with its own range of lamps; a few years later, it launched Veralux, a 12-Volt, 11-Watt fluorescent outdoor lamp that soon became a bestseller in the caravanning market. Dimatec operates both in the original-equipment market and in the after-market. We sell our own products while also acting as sales agents bringing together recreational-vehicle manufacturers and component producers, offering a huge gamut of accessories and spares. Dimatec has been ISO 9001:2000-certified from November 1999. Ever since, the company has worked tirelessly to enhance its internal processes for reaching its objectives while constantly striving to provide better and better customer service. In 2009, we upgraded our certification to the new ISO 9001:2008 standard.

