



# Customised light

New headquarters and new personnel for Bartolacci Design to bolster the consolidated production of lighting elements and expand the range of Plexiglas accessories that have been gaining more and more interest on the markets.

*Words Andrea Cattaneo - photo Enrico Bona*

**A** new phase in the life of Bartolacci Design has started. At the beginning of 2019, the company moved to the new headquarters in which considerable resources were invested with the aim of expanding production and responding to new market challenges. The new plant is now operating at full capacity, allowing an increase in activity especially in the Plexiglas department, which is reinforcing the consolidated production of lighting elements.

*"The new headquarters that we purchased last year means we can work safely and be confidently equipped to face an increasingly competitive market, being able to offer a high level of reliability*

*to customers from all points of view, including product quality and punctual deliveries", explained company owner Andrea Bartolacci. "The building covers an area of about 500 square metres, plus open-air yards for loading and unloading goods and for storing some materials. It is more modern than our previous plant and it is organised in optimal manner to maximise production efficiency. We also wanted to set up a positive and comfortable working environment for our employees, aware as we are of the importance of this factor. Above all, our new headquarters allows us to bolster the Plexiglas processing department that we first introduced a few years ago and that is giving us great satisfactions."*

Bartolacci Design is continuing the construction of LED spotlights for various European manufacturers, but Plexiglas accessories have become increasingly important for the company based in Florence. This parallel production has introduced new style elements in furniture for RVs allowing converters to customise the interiors as they desire. Products include Plexiglas and decorative panels in addition to holders for the kitchen space and the toilet unit. Many of these elements are integrated into the lighting system because Plexiglas is a material that can carry light. Once connected to an LED light source, the Plexiglas accessory can be illuminated either fully or only along the edge. Plays of light, patterns and lettering effects can be achieved. Lights can be white or coloured and the Plexiglas elements can be either flat or curved. Bartolacci Design has cleverly demonstrated how to blend their time-honoured lighting business with the





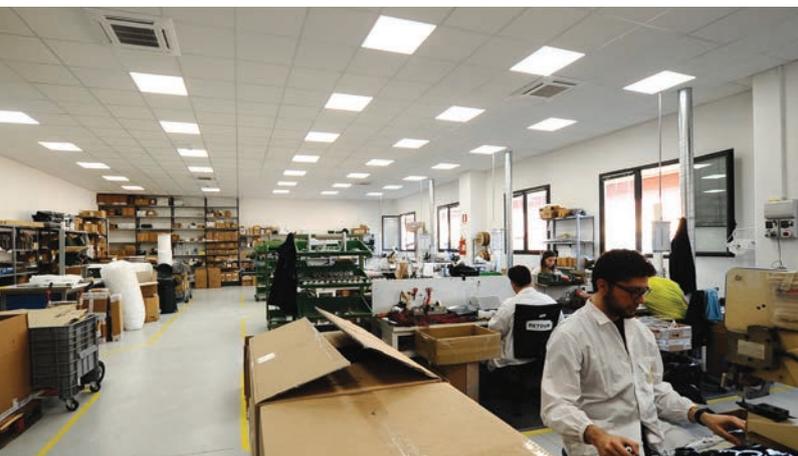
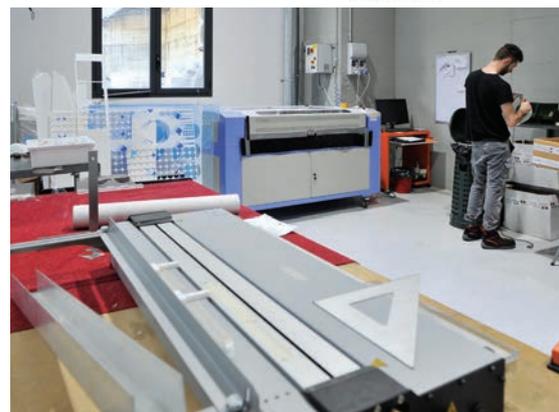
new promising trends offered by Plexiglas. The carry-over of ideas and experiences from allied sectors in which the company operates, such as home and pleasure boat lighting, was certainly helpful.

"We provide the right answers to the most complex problems posed by customers by working with different energy sources and different colours of light", said Andrea Bartolacci. "For instance, we have products with high light quality and stabilised 24 V power supply for boats. We often work to the customer's specifications for lighting elements and Plexiglas accessories alike. Customisation is fundamental today and we work hard to guarantee it to our customers".

New lighting products are being added to the range for the 2020 season, such as a new dimmable touch spotlight with on/off symbol screen-printed onto it. New finishes have also been introduced on some components, like soft-touch, matte black, silicone-coated flexible spotlight stands and spotlight bezels with black metal or brushed finish that can be customised to specifications. Bartolacci Design is also experimenting with hydro-dipping. This technique is used to transfer a decorated film onto a surface. Patterns can include classic wood finish and trendy carbon effect. New is the induction battery charger with a special circuit allowing integration in Plexiglas accessories has been created for customers who do not want standard cover.

"The year 2019 started well for us with a 10% increase, on the heels of a very positive 2018", continued Andrea Bartolacci. "We

expect the RV market to level out but for the time being we are satisfied. Of course, we are relying massive exports, which account for over 80% of our production. Less than 20% of our production is domestic. We have customers all across Europe, particularly in France, Slovenia, the UK, Spain and Germany. We have been present for years in Australia and Japan and we have contacts in North America. More in detail, we are preparing to take on this market and we are certifying and conducting technical tests on various products".



## Company Profile

Bartolacci Design was founded in 2005 as a LED lighting specialist in the recreational vehicle sector. The company grew rapidly but progressively: Andrea Bartolacci, the owner, focuses greatly on product and service quality. The LEDs are supplied by leading international companies and the criteria for selection are extremely exacting. "We make the difference between LEDs and LEDs" is the company's slogan, precisely because of the great attention that it dedicates to looking for ever more advanced technologies and quality control systems. Bartolacci Design lighting systems are fitted on vehicles from the most important recreational vehicle manufacturers in Europe today, including the Rapido, Trigano VDL, Pilote and Hymer groups. In 2016 the company added, to its range of spotlights, roof lights, outside lights and lighting integrated with aluminium, an additional line of plexiglass accessories which, in combination with the LED lighting, generate original plays of light.

## New headquarters, new personnel

The move to the new headquarters and the increase in production was supported by an increase in the workforce. New people joined Bartolacci Design in various capacities including a new Sales & Technical Manager. Nicolò Buccianti is 25 years old and gained experience in the field working for an Italian RV manufacturer. "I joined the company in December 2018 and I am currently in charge of customer management. The job

is technical as well as commercial because good knowledge of products and of the various construction constraints is needed", explained Nicolò Buccianti. "The aim is always to guarantee excellent service. The validity of a product is judged by its price and quality, but also by the service that the company can offer, e.g. when solving problems of various nature, giving certain and fast answers".

Nicolò Buccianti and Andrea Bartolacci

