



A bright future

Expanding the range and the option of creating customized products are essential to revamping the production and opening to new markets. The work of the new sales manager fits into this greater picture.

Words Andrea Cattaneo

New goals and a new workforce distinguish the growth phase of Bartolacci design. The relocation to the new headquarters in early 2019 was a fundamental step in the ongoing development plan and the number of employees was increased due to the increase in production. Key figures in

the renovation process are Niccolò Buccianti, Sales & Technical Manager coming from the camper sector, and Lorenzo Maggini, who comes from the lighting industry. After a time spent working as an external consultant, at the beginning of 2020 Maggini joined Bartolacci Design with the role of Sales & Marketing Manager. Maggini boasts 25 years of experience in the lighting sector, having worked as a sales manager and managing director in global top-level companies such as FontanaArte, Targetti and Martinelli Luce, some of which involved in the business of technical lighting while others in designer lighting. In his previous roles, Maggini worked in close contact not only with customers but also with technical planners, architects, and designers. "The company has a consolidated activity, thanks to nearly 20 years of experience", explains Andrea Bartolacci, owner of Bartolacci Design, "so that when we decided to approve the new growth strategy, we did on solid grounds and through a clear-cut and meticulous gradual process. We reorganized our production with the purchase of a new shed and the installation of modern machinery, and then moved on to boosting

our human resources. In essence, Bartolacci Design decided to plan its growth after having arranged all the tools necessary to achieve growth. In 2018, Niccolò Buccianti joined us with the responsibility of overseeing the company's sales from a technical point of view through customer relations and the fine-tuning of the various source of technical support, like worksheets for planners and certification forms. Lorenzo Maggini joined us next and we began to work on expanding the product





Plexi line

both similar as in the sector of special vehicles (ambulances, civil service vehicles) and more distant.

"In the next few months, we will be introducing new products on the market. Lighting is no longer a secondary element in the camper's overall definition", claims Lorenzo Maggini, Sales & Marketing Manager of Bartolacci Design. "If you install the right lighting elements in the driver's cab, you increase the likelihood of selling the vehicle. Bartolacci Design has a two-fold strategy: boosting the technical element and improving the aesthetics when the product is in open view. We are fine-tuning our marketing plan to boost the European market and expand into new ones: Oceania and Asia, with special focus on Japan and then Northern America. Once we have accessed a new market, we will move on to the next one through a balanced growth process. The market is vibrant and growing. We are convinced that vacationing in campers will have good opportunities to develop in the post-Covid-19 emergency. We are looking to the future, investing to make the most of this unexpected opportunity for growth".

The business of Bartolacci Design has therefore experienced a shift, with a gradual but relentless progression. Step after step, making the right decisions at the right time, the company increased its overall trustworthiness, both in terms of quality and deliveries. And that is essential for a company that aims to be competitive on a global scale.

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.

range, from the ceiling lights to projectors, from guide lights to built-in elements. Today we have switched to a product customization phase. At first, we gave customers the option of modifying products while maintaining the standard element and changing the color, finish, type of glass... Then we proposed a full-scale customization of the lighting elements, developing the product together with the customer".

Optimal lighting for improved sales

Bartolacci Design has a design team and a production department that allow it to work side-by-side with the customer in defining new products made to measure. The client makes the request, the project is then developed, in-process checks are performed, and a perfectly operational prototype is manufactured, based on which technical improvements and aesthetic changes can be made. The company's design and production made in Italy are qualifying elements recognized by its customers, both in terms of the product's quality and in terms of the design. The new product catalogue prepared under the supervision of Lorenzo Maggini clearly shows how the company, while maintaining its core business in the RV compartment, is seeking to expand into the markets of other industries,

HT spot line



Outdoor lamps



Plexi line



PMMA against Covid-19

For some years now, in addition to lighting products, Bartolacci Design has introduced several articles made in PMMA (Plexiglass) designed for the camper industry. These are decorative items, accessories of various kind for the bathroom, kitchen and night area of campers: shelves, object containers, mirrors, decorative elements, often integrated into the lighting system by exploiting the natural

ability of plexiglass to act as a light vector. The opportunity to work with PMMA led the company, right in the middle of the Covid-19 emergency, to manufacture partition walls to be used in offices and sales outlets. These are simple panels but also extremely useful, creating a sort of shield that helps to separate operators from the public, or the employees of a company, in order to avoid the risk of

contagion from Covid-19. They are used in offices, cafeterias, stores, at cashiers and public office helpdesks.