



The light shines bright again

After the Covid-19 emergency, Dimatec is back to work, supplying original equipment with a complete range of products for the interior lighting of vehicles and external head and tail lights.

Words Andrea Cattaneo

Dimatec is an evolving business, a company that looks to the future, continuing the process of differentiation that it started a few years ago. Drawing from nearly 40 years of experience in the RV industry, Dimatec has known how to develop new product lines and access new markets thanks

to targeted investments and a careful business strategy. The field in which it has most distinguished itself is definitely the production of lighting systems, spanning the entire gamut, from small and cheap internal lights to complex external head and tail light units.

"As early as 1989, a few years after it was first established, Dimatec began developing products for the lighting of RV driver's cabins", says Richard Pirovino, owner and founder of Dimatec, "adding head and tail lights and lamps of various kind to our catalogue and expanding our offer over time. Starting from 2005, the company has strongly intensified its presence in the market and has moved its production to Asia, in particular China and Taiwan, making substantial investments in design and moulds to create new product lines. We made a big leap forward in 2013: in addition to lamps for the internal lighting of vehicles, we began manufacturing the external head and tail lights of RVs, with products subjected to rigorous testing before their introduction in the market. This step, which was pivotal for our business, allowed us to achieve considerable growth. The external lighting market segment is not saturated as the internal

lighting market is, because of the high costs of production and certification, which many companies are unable to sustain".

Head and tail lights

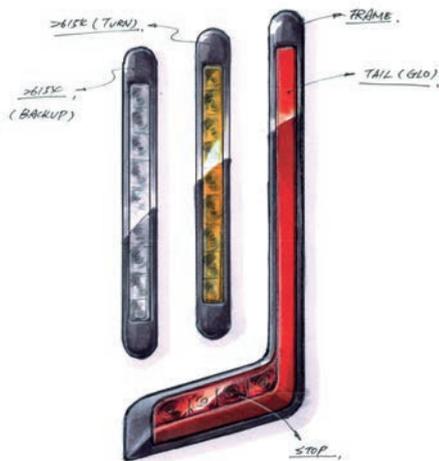
Dimatec currently manufactures various types of external lights for the front and rear end of campers. For example, we have the optical units inserted in the rear bumper, which are suitable for various types of campers and





offer customers a high level of customisation for their vehicle. The rear lights are either single-purpose (e.g. serving only as position lights) or multi-purpose, incorporating position lights as well as stop lights and lights for reverse drive or to indicate direction, and the rear fog light. Dimatec offers two kinds of tail lights: round-shaped lights available in various diameters and light bars of different length and shape (horizontal, vertical and L-shaped). But the company also manufactures more complex head lights for the front end of the motorhome. Dimatec's range of products in this field is therefore highly differentiated, with customisation becoming a very important factor for its customers. With a production of units in limited series, being able to cut down costs by customising models thanks to changes to standard head and tail light sets proves quite important to camper manufacturers. Dimatec has successfully penetrated a challenging market segment like the one of external lighting is because when compared to the larger lighting system manufacturers of the automotive sector, it has been able to ensure remarkable flexibility in the design and manufacture of its products, along with its extensive experience in the RV industry.

"Establishing a presence in the external lighting market is a long process", says Richard Pirovino, "both because you need to perform extensive testing to obtain homologation for use on road, and because of the high costs of developing the product, with a complex design and prototyping process. Once you've succeeded, though, you can establish lasting relationships with customers, because the life cycle of a lighting system, which is closely tied



to the life cycle of the vehicle, is five to six, even seven years. Our customers ask for stable prices and reliability. We have proven to be a reliable partner in the RV sector and are working to achieve the same reputation in other fields. External lighting does not yet rank first in terms of sales for Dimatec, but it may very soon thanks to the expansion of our offer to other sectors. I'm thinking for instance of lights for agricultural machinery, ambulances, and heavy-duty industrial vehicles. We have begun to step into these market segments, but quite obviously, it will take some time before the effort pays off. We are continuing to invest in this sector and want to become an increasingly important partner".

Lockdown and Caravan Salon

"Like all businesses, it was a challenging time", says Richard Pirovino, owner and founder of Dimatec. "The lockdown imposed as a result of the Covid-19 emergency caused a drop in our aftermarket sales, because business operators of the RV sector, just like the accessory markets and camper and caravan retailers, closed shop for two months. We had less problems, instead, with the supply of original equipment, because RV manufacturers shut down their production for a shorter period. Unfortunately, the industry hasn't picked up at the same pace as before the epidemic, because the chain of suppliers and sub-suppliers faced some serious setbacks, starting from the supply of chassis. Dimatec, instead, did not have issues with the procurement of materials, because in January and February we received vital shipments from our Asian suppliers. This year, the company decided not to take part in the Caravan Salon in Dusseldorf: we made that decision primarily because our main customers, European RV manufacturers, will be downscaling their participation at the CSD and will be attending the event in Dusseldorf with their sales managers but without bringing their production managers and product specialists along this time. In order to effectively respond to this situation, we are preparing a system for the presentation of our products in 3D, to provide the best possible display to our customers given the circumstance".

Company Profile

A specialist supplier of lighting systems for recreational vehicles, Dimatec S.p.a. has been in business for over three decades. Officially founded in 1983, the company's roots go much further back, considering that its founder Richard Pirovino began doing business in the sector with his first installations in 1974. In 1989, Dimatec entered the lighting sector manufacturing lamps, and just a few years later launching Veralux, an exterior 12 Volt fluorescent lamp with 11 Watts of power that soon became a best seller in the caravanning market. Dimatec operates both in the original-equipment market and aftermarket, selling its own products while also acting as a sales agent, bringing together recreational vehicle manufacturers and component producers, offering a huge gamut of accessories and spare parts. Dimatec obtained ISO 9001:2000 certification in November 1999, and has worked tirelessly to enhance its internal production processes in order to achieve its objectives, while constantly striving to provide better and better customer service. In 2017 Dimatec upgraded its certification to the new ISO 9001:2015 standard.

- Employees: 20 people.
- Turnover: 12 million euro.
- About 50% of the turnover depends on the OEM market, the remaining 50% on the after market.

Richard Pirovino

