

## Design, lightness and quick reflexes

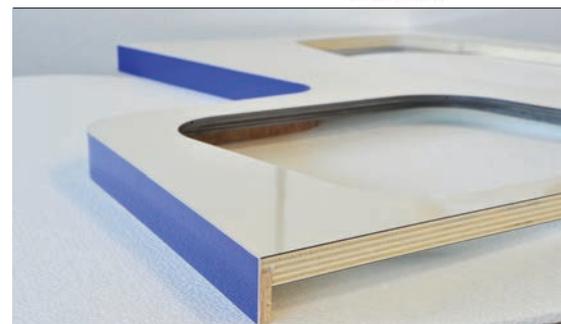
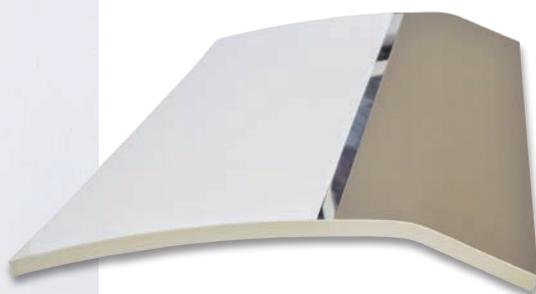
This is one of the Italian companies with the most extensive experience in the RVs sector, thanks to 60 years of activity. Fratelli Naldini's business involves the manufacture of furniture and accessories on all levels, both flat and curved, guaranteeing to its customers manufacturing flexibility and a high degree of customizability.

*Words Andrea Cattaneo - photo Enrico Bona*

Interior design is increasingly becoming a defining element of the character of modern RVs, and we know that customers often choose a camper or caravan precisely based on the way they are designed. Fratelli Naldini has known that for some time because its experience in the industry starts as far back as 1961, nearly 60 years ago, and has always focused on the production of furniture for RVs. And the furniture of a RV is not only a matter of choosing aesthetically appealing and well-designed shapes, but also needs to be practical, durable and show a minute care for detail. Characteristics to which we need to add others that are more in the vehicle manufacturer's domain, like the vehicle's ease of assembly, its weight and efficient delivery times. As early as the 1960s, the joinery of brothers Ferdinando and Raffaello Naldini of Tavarnelle Val di Pesa, in Tuscany, grasped the remarkable opportunities for development offered by the caravan production industry, which at the time was in its early stages. The first items were supplied to Etna and later to the companies that formed

as a result of Etna's break-up, which gave life to the Tuscan caravan production district. In the 1970s and 1980s, Fratelli Naldini worked exclusively for Italian caravan and camper manufacturers located in Tuscany, such as Rimor, Laika, CI, Mobilvetta and Roller. Its business then expanded beyond the production district, securing the trust of other Italian manufacturers, such as Elnagh and Arca. In the 1990s, with the passing of the baton of the company's management to the sons of the founders, cousins Giampiero and Saverio Naldini, the company began to venture into foreign markets. Historical clients like Eura Mobil and Rapido were added followed also by other German, French and Spanish manufacturers. The company's production at the new manufacturing plant in Tavarnelle Val di Pesa (Florence) grew more and more, but while it's true that experience has been a key element of the business success, it is also true that on its own was not enough. Reason why, over the course of the years, the company purchased modern CNC machinery and CAD-CAM systems for its plant.





Today, Fratelli Naldini is a consolidated business that manages to be remarkably flexible, in order to meet the ever-changing demands of the market. *"We have always specialised in the interior design of RVs,"* explains Saverio Naldini, owner of Fratelli Naldini, together with Giampiero Naldini. *"Currently, our core business is the production of furniture for campers, caravans and mobile homes. We've sought to make the most of the market's positive trend in the past few years, enhancing our various production departments according to the market needs and investing in R&D and in new ideas for design. On the other hand, in 60 years of business, we've learned to also handle temporary phases of market stagnation. There is no doubt that when the market grows, a company needs to have quick answers for its customers. If we receive a request, we need to know how to satisfy it, whereas when sales are slow a company needs to seize it as an opportunity to transform and renew its business, so that it will be ready for the next growth phase. Fratelli Naldini has known how to manage the industry's growth phases by purchasing the latest generation machinery and by working hard to ensure maximum manufacturing flexibility. When it comes to supply volumes, we guarantee maximum versatility, and know how to process both large and small orders".*

#### Flat and curved

At the manufacturing plant in Tavarnelle Val di Pesa, Fratelli Naldini manufactures the full range of furniture and accessories commonly purchased by businesses in the RVs sector. In addition to full furniture sets, the company also manufactures table and kitchen tops in laminate. In recent years, there has been an increase in the production of curved furniture, particularly those used for walls and the curved structures which the company manufactures using its large, 5-axle work station. But Fratelli Naldini, above all has specialised in the production of flat and curved kitchen doors and lockers with the installation of new machinery that allow the company to develop shapes customised to meet the customer's individual needs. Fratelli Naldini has

also historically manufactured full furniture kits on customer request, while at the same time proposing and designing according to specific customer projects. Because all the parts of the furniture elements are assembled in-house, Fratelli Naldini is increasingly organising and structuring its production process to provide customers with the highest level of customisability, including doors and laminates. *"We often manufacture furniture based on customer's design,"* says Giampiero Naldini, *"but we can also take care of the creative aspects and design or co-design the accessories together with the customer. When it comes to the design, home furniture and the interior design of RVs have more and more points in common, and so we try to make the most of this interchange. Fratelli Naldini's strategy to expand its business over the past few years has had two main goals. On the one hand, that of developing quali-*

*ty design, keeping up with the latest trends. On the other, the goal has been to make the various furniture parts increasingly lighter and performing. Because we know well that lightness and ergonomics are crucial to all European vehicle manufacturers".* The two owners, Saverio and Giampiero Naldini, have a keen sense of the particular needs that distinguish RVs manufacturers, thanks to decades of experience supplying products to them, and are constantly monitoring work inside the workshop; so much so that they're practically behind the production line every day of the week. That helps to develop that manufacturing flexibility that is particularly appreciated by camper manufacturers, who often face fluctuating market demands. *"We're organised to efficiently handle any request,"* concludes Giampiero Naldini, *"managing to process orders in the least possible time, even from one day to the next".*



Giampiero and Saverio Naldini

