

# Launch Base

The new headquarters of AirxEU will be located in Bassano del Grappa, from where Airxcel will manage its business in the European market. The office building complex will also include a cooking-top pressing department.

Words Andrea Cattaneo



In a dynamic and increasingly global market, things change at a very fast pace in the RV industry. The recent acquisition of CAN by Airxcel, which we told you all about in edition no. 25 of About-camp BtoB, marked the birth of Airxcel Europe (AirxEU), which is currently being re-structured to also include the headquarters in Bassano del Grappa in the province of Vicenza, in Northern Italy.

The large manufacturing plant in Bassano will accommodate the main offices of the European division of Airxcel, as well as the sales departments of the various product divisions: air conditioning, heating, ventilation and shades.

The new complex will also serve as a warehouse for raw materials and components and there is also the possibility that the new facilities will host some other production departments for assembly lines.

Airxcel has been a major supplier to the North American RV industry for many years

and now Airxcel is running to grow in Europe, the second largest market in the world for recreational vehicles. With its recent acquisition of Italian cookware supplier CAN, Airxcel has formed AirxEU to serve the European market. Having grown in the nautical sector, CAN successfully accessed the RV market 12 years ago, bringing its experience in the manufacture of kitchen cooking tops besides ovens and sinks. It currently produces thousands of items per year for the RV sector, with remarkable success especially in the campervan market segment.

### Introducing Bassano Pressing

A new joint-venture was formed at the manufacturing plant in Bassano del Grappa for steel and stainless-steel pressing.

Bassano Pressing will provide stampings and pressings to CAN, a division of Airxcel, as they expand their product offering in the European market. Industry veteran Paolo Moresco will be the Managing Director of

Bassano Pressing S.r.l.

*"The creation of this new production unit for the stamping and pressing of cooking tops represents a remarkable opportunity for growth to us," says Paolo Moresco, Managing Director of Bassano Pressing and AirxEU. "We will continue to provide the high-quality of CAN but with the possibility of achieving even higher standards. We will be able to manufacture more units and may eventually come to expand the product range".*

## Airxcel family of brands for the RV industry



Paolo Moresco



## MaxxFan Deluxe 7500Ki40

Maxxair is the line of high-power electric roof window fans. The range consists of three series (MaxxFan, MaxxFan Plus and MaxxFan Deluxe) for a total of 10 models. These are multifunction 12V roof fans with outstanding performance that work even when the window panel is shut. The flagship model is the MaxxFan Deluxe, a full-scale ventilation system for campers and caravans with a built-in vent, fan and rain shield, all in a single device. It can be kept open when it rains without the device suffering any damage and it works perfectly in any climate and weather condition, adapting seamlessly to standard European 40 cm openings. It opens and shuts with the aid of a remote control or manually. Maxxfan includes a powerful 10-speed fan and a thermostat and comes with a 2-year product warranty. With the lid open, MaxxFan Deluxe can be used for the influx of external air with the extraction of air from inside the vehicle. With the lid closed, MaxxFan Deluxe turns into a roof fan to recirculate the internal air. The external lid is patented, treated against UV rays and protects from rain in any situation, including when on the road. The electronic thermostat allows you to adjust the temperature within the vehicle. MaxxFan Deluxe features an airtight engine with ball bearings for prolonged durability, two lifting arms for the hood, an inner mosquito net removable without the need for tools, a manual and electric opening, as well as a remote control.

MaxxFan Deluxe 7500Ki40 - Technical data

Ventilation speed	10
Electrical consumption	12V from 0,2A to 2,3A
Maximum air flow	26 m <sup>3</sup> per minute
Roof opening	from 36x36 to 40x40 cm
Size	585 x 417 x 127/237 mm
Weight	6 kg
Blade diameter	30 cm



## About Airxcel

### Facilities:

8 across North America, Europe and Asia.

**Number of employees:** 1,400

### Sr Mgmt. Team:

- Jeff Rutherford, President and CEO
- Debi Jones, Chief Financial Officer
- Paolo Moresco, Managing Director, Airxcel Europe

Airxcel began in 1991 when the Coleman company divested their Coleman RV Air Conditioner division to a group of company executives. Since that time, the company has continued to grow through innovative product development, market expansion and strategic acquisitions. The Airxcel RV Group provides industry-leading products in recreational vehicle heating, cooling, ventilation, cooking, window covering, side wall and roofing materials under the brands: Aqua-Hot, CAN, Coleman-Mach, Dacor, United Shade, Vixen Composites, Maxxair, MCD, and Suburban.

The Airxcel Commercial/Industrial Group provides highly engineered cooling and ventilation solutions for telecommunications, energy development and storage, and education/multi-tenant housing industries under the brands: Marvair, Eubank and Industrial Climate Engineering (ICE). Airxcel's 1,400-plus employees are based in eight facilities across the U.S. Europe, and Asia, and design, manufacture and distribute products all over the world. Airxcel is majority owned by the global private equity firm, L Catterton. Learn more about these trusted brands at [www.Airxcel.com](http://www.Airxcel.com).

## Coleman-Mach 3100 e 2400

Coleman-Mach is the leader in North America when it comes to the air conditioning of recreational vehicles. Coleman developed its first air conditioning system for camper roofs in 1967 and which featured a futuristic design. The brand revolutionized the industry more than 20 years ago through the production of air conditioners with high energy efficiency and maintains its leadership thanks to the development of solutions that guarantee high energy savings and noise abatement.

The new Coleman - Mach 3100 and Mach 2400 were developed expressly for the European market and thanks to the heat pump, they can supply both cool and hot air. Available in the 2.78 kW (3100) and 2.2 kW (2400) versions, the Coleman-Mach International also features an internal 3-speed cooling fan. It is assembled on the roof in the space reserved for the windows. It can be operated using an infrared remote control or via Bluetooth from your smartphone or tablet. It also comes with a defrosting cycle function that allows it to work at a temperature of 2.7 °C.



Coleman-Mach 3100 e 2400  
Exterior size

Height:	271 mm
Width:	664 mm
Length:	1.028 mm

Coleman-Mach 3100 e 2400  
Interior size

Height:	51 mm
Width:	533 mm
Length:	562 mm

