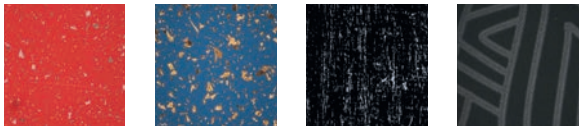
New 2020 Collection with a PLUS+



A big company that knows how to show attention even to the smaller problems of its individual customers, Lamicolor recently presented the Caravan Collection 2020, which includes a brand-new product, the PLUS+, available in more than 300 versions.

Words Andrea Cattaneo

In order to be a continual benchmark in the furnishing industry, it is necessary to guarantee a high level of quality and to interpret the market trends, anticipating new fads. Which is what Lamicolor has been doing for the past 50 years, upgrading the manufacturing processes and refurbishing its catalogue. Lamicolor now plays a key role in the industry by supplying laminates to companies that develop furnishing systems for RVs, while nonetheless also selling its products to some manufacturers. The Company regularly presents the Lamicolor collection dedicated to all its customers, as well as each year proposing a specific selection of products reserved for the RV sector, the Caravan Collection.

Lamicolor 2019-2022

The Lamicolor Collection 2019-2022 offers new decorations, new colors and new graphics. It's a broad collection that caters to operators from the most disparate industries and that also directly influences the RV sector.

"Our goal was to try to make the collection younger," says Pierre Cibrario, Sales Manager of Lamicolor, *"getting rid of some the more outdated decorations and adding new ones that aptly capture the latest trends in design. Analyzing trends requires hard work and forms the basis for our production. We identify the latest trends in the world of furnishing and design more in general, closely monitoring the various industries, attending various trade fairs and interviewing a wide range of customers. We alway succeed in presenting new ideas. Last year we came out with the new Lamicolor collection, but in the past six months we introduced another 20 decorations. The search for new decorations and new surfaces is highly demanding, both financially and in terms of human resources"*.

Several people are involved in this process: Pierre Cibrario is a key figure, with 20 years of experience in the field and a profound knowledge of the market, but the Company's partnerships with various agents and printmakers are also important. Not to mention the important role of the production manager, who helps find the right mix between the decoration and surface structure. The options available are indeed many, given that it is possible to mix more 300 types of colors, 20 different finishes and 5 board sizes.

Caravan Collection

At this time of year, as always since 1998, the Caravan Collection was presented, a selection of decorations for the RV sector. It's a catalogue that is especially cherished by customers, because it showcases all the new trends, which contribute to restyling and revamping the camper's and caravan's driver's cab.

"Nowadays the tendency in the RV sector is to follow the trend of home furniture," explains Roberto Gandino, Managing Director of Lamicolor. *"The solution we suggest to kitchen manufacturers, for example, is often what the RV manufacturer also wants. That wasn't*

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Contacts

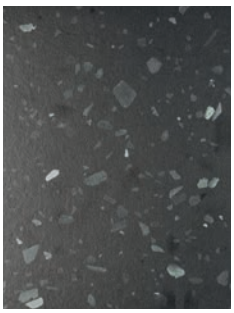
On the right: Pierre Cibrario

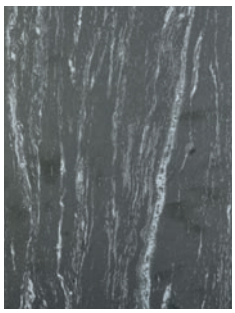
Company profile

An Italian company with a 50-year history, Lamicolor works in the field of producing laminates for the furnishing sector. The key product is Lamco HPL, produced through high-pressure, high-temperature pressing. More than 1.5 million laminate panels come off Lamicolor production lines each year. The factory, located in lower Piedmont, can count on an area of 27,000 m², 15,000 of which is covered. 130 employees work there and the company's turnover exceeds 28 million euros. The RV sector represents an important percentage of activity and involves the supply of laminates for furnishing (see the table and kitchen tops) to the biggest carpenters working in supply to European groups, joined by collaboration with Australian companies. The first product collection for the sector dates to 1998: since then, specific ranges of laminates for the sector are created every year. Lamicolor production is guaranteed by various European and international certifications, including FSC and PEFC with reference to the use of products sourced from sustainably managed forests.

the case a few years ago. That's precisely the reason why, though, it is necessary to make a selection, or we would otherwise have to offer hundreds of decorations. We carry out a careful screening process in order to offer modern and fashionable laminates to the RV sector. Matt finishes, stone and metal tints are currently much in vogue in Europe. Polished finishes are always a success and there are more and more extra-polished solutions".

Camper and caravan manufacturers often create new furnishing solutions based on Lamicolor's proposals. Simply put, Lamicolor is a trend-setter in the RV world. But the Company is also ready to meet the specific requirements coming from the RV sector. Lamicolor is by no means a small company, but it still manages to closely follow the customer and to provide a personalized service, ensuring flexibility and execution speed. Lamicolor by now has a well-established presence in Europe and Australia but is also establishing promising connections in the North American market thanks to partnerships with prestigious Italian players.





PLUS⁺ The new product

This year the Caravan Collection includes a new product, the PLUS⁺. It's not a new decoration but a new type of laminate with superior quality. It is manufactured using an innovative technology, it's post forming and comes available in all formats and thicknesses. But more importantly, it also can be purchased in a huge range of colors: more than 300 to pick from for the customer. PLUS⁺ is an ultra matt smudge-proof laminate with superior resistance to scratches and remarkable elasticity. *"Developing PLUS⁺ has required a significant investment in terms of time and resources,"* says Pierre Cibrario, Sales Manager of Lamicolor, *"but we are proud of the result we've achieved. In collaboration with our new supplier, we've succeeded in achieving high product elasticity, adapting our innovative technology to the practical demands of the market. But the real innovation, in my opinion, is the impressively wide range of colors: more than 300. PLUS⁺ is also suitable to furnish campers and caravans: matt and smudge-proof, durable and easy to clean, it is indicated both for horizontal and vertical elements. It is a stylish solution also for table and kitchen tops, as well as for shower walls and several other applications. We also include a detailed safety data sheet that helps customers compare the characteristics of PLUS⁺ with those of other standard laminates".*