



Ultralight and futuristic solutions

With Piuma, a new integrated side window system for RVs and Vista, a panoramic roof window exclusively for the Fiat Ducato, Polyplastic is implementing new design and new materials in order to support clients with the quality they always expect from the Dutch supplier with a renowned reputation for safety.

Words Enrico Bona



The successful background of the Polyplastic Group in the RV market has been consolidated over the years thanks to high quality products, continuous innovation and consistent and reliable customer service.

Piuma, the window system of the future

Piuma represents the latest development and is also the first range of fully thermoformed Polyplastic windows, with an innovative integrated design. This creates a clear advantage for the product in terms of efficiency and for the customer, lightness and functionality. In fact, Piuma uses two pre-assembled frames (internal and external) which offers an immediate advantage on the production line of an installation time reduced by 75 percent, compared to rubber windows. To the benefit of the end user, the integrated blinds also stand out, and are new to the Dutch company's range of windows. Piuma is light:

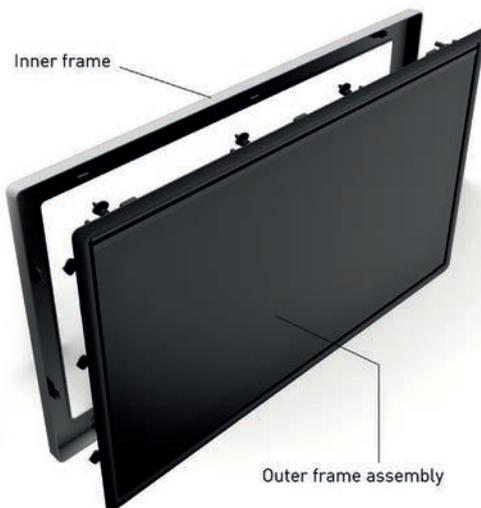
compared to conventional solutions, including the wooden frame in the sandwich wall, the new Polyplastic window system allows an average weight saving of 25 percent.

Installation procedures are also innovative and efficient. The Piuma comes with two components: the inner frame with integrated roller blind and a preassembled kit composed by the double pane acrylic window, the rubber, the catch and stay, the outer frame. The installation does not require any wooden frame in the sandwich wall.

The pre-assembled external frame is inserted into the hole; the mounting clamps are rotated and then the internal frame is fixed. The game is done! Window are available for different wall thickness from 25 to 40 mm. The entire assembly procedure is reduced to just 4 stages and required a great design effort from Polyplastic so that it actually requires an estimated time of only three

minutes for the customer. Polyplastic has focused on the five most standard sizes in use among manufacturers: 500 x 400, 700 x 400, 700 x 580, 900 x 580, 1300 x 580 mm. If the customer wishes, there is the possibility to customize the colour of the acrylic. To validate the product, Piuma was tested in a climatic chamber and passed waterproofing, UV stability and durability tests. "What our customers expect from Polyplastic products, and they will certainly also find in Piuma's innovations, is above all the quality of the product they are used to," says Mohamed Feddouli, sales manager Polyplastic. "This new system represents indisputable advantages for the customer in terms of lightness, integration, savings and sustainability. Piuma is a technologically complete product that's quick to assemble and capable of strongly optimizing the customer's logistics," continued Mohamed Feddouli.

Piuma





Vista, front window system for Ducato

Vista is a panoramic roof exclusively for motorhomes based on the Fiat Ducato H2, it is super-light very easy to install. Designed for an opening of 1260 x 660 mm, it is carried out in a very short time thanks to a solution consisting of an adapter frame, rubber sealing, opening mechanism and, once again, new integrated blinds. Thanks to the pre-mounted assembly system, reduced to just 3 steps (opening the housing, gluing and laying the product), minimum installation times are a great production advantage.

"We found that there was a great demand for a solution dedicated to mechanics that have had the most success among all manufacturers in the last decade," says Mohamed Feddou. *"Thus, we created the need to propose our own very successful solution for different clients. The effectiveness and quality of our products have, once again, aroused the interest of the market, so we have decided to add the panoramic roof for Fiat Ducato to our range. Both Piuma and Vista are already available and ready for delivery throughout Europe to any customer,"* added Mohamed Feddou. Prudent and flexible strategies allowed the Dutch company to always be competitive.

"In this unexpectedly different 2020, like everyone else, we had to face a health and economic emergency. However, we took the opportunity to review and rethink all our internal processes and seek further optimization. Thanks to this work, for the 2021 season, we are fully operational, we have internal and external resources available and we will not have any problems with supplying customers. On the other hand, we have created these new product lines precisely to support our customers in maintaining, thanks above all to the reduction of assembly times, a highly competitive productivity at the current time when the market is experiencing a season of strong commitment, with production plants surrounded by fear of running out of materials from suppliers again. Polyplastic is perfectly structured with a flexible production program, able to meet the needs of all customers and always guarantee the safety of production."

Vista



Lorenzo Manni Vice President Sales, RV Europe

Lippert Components has created a new sales structure, headed up by Lorenzo Manni, in order to better serve their customer base in Europe.



Lorenzo Manni (36), who has a Master's degree in International Relationships from Florence University and speaks six languages, has been working in the RV sector for the last nine years. He began his career in the RV industry in 2012 as Sales Manager for Project 2000, which was later acquired by LCI. He was promoted to the role of International Business Development for LCI in 2016. After the LCI acquisition of Metallarte, Lorenzo was promoted to Director of Sales and Marketing for this business unit and later appointed Director of Sales of LCI, RV Europe, in November of 2018.

"Lorenzo has been an integral part of our European growth strategy from the very beginning – first as a business partner of ours, and then as a colleague. His industry experience and customer knowledge will help take our RV sales in Europe to the next level," said Jim Menefee, LCI Group President of Europe.

Lorenzo and the newly formed Sales Organization will serve several businesses in Europe including both the OEM and Aftermarket RV segments as well as the Cruise Ship industry. The new sales organization will report directly to Jim Menefee, Group President of LCI Europe. *"As Director of Sales, RV Europe, I had the task of unifying all our Italian business units into a singular sales organization, building a strong and competent team. We have now completed this phase; and in my new role, the challenge will be to provide a structured and efficient service to all of LCI's divisions in Europe, including Polyplastic,"* said Lorenzo Manni. *"I am proud and grateful for the trust*

that has been placed in me. In full harmony with LCI's way of operating, our efforts will all be aimed at creating a sales structure with unique referents that make it as easy as possible for the customer to become engaged with LCI."

Michele Checucci, CEO of LCI, RV Italy, commented, *"Lorenzo has the experience, skills and cultural background to lead LCI's sales organization in Europe. I am convinced that his ability to team up and develop other leaders will be instrumental to the growth of LCI. I am delighted that his professionalism is made available to Jan-Cees and the rest of the LCI Europe RV team."*

Regarding Polyplastic, there will be a transition period during which the sales division account managers will be trained on LCI products and the LCI culture. The Polyplastic product management team will continue to collaborate on an ongoing basis with their current commercial accounts to keep them updated on product and technical issues.

"I am excited that Lorenzo will lead the Polyplastic RV Sales team. The great experience he has will bring a big potential for Polyplastic as the leading innovative window supplier," said Jan Cees Santema, Managing Director of Polyplastic.

In addition to the development of the market in Europe, the newly formed sales organization has the task of creating opportunities and synergies between North America and Europe. This includes strategies aimed to expand the number of European products available in the American market and vice versa.



Vela gets on board the new Thor Motor Coach campervans

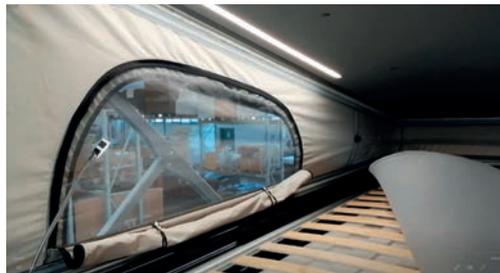
Presented in September, the new Vela pop-up roof is now being supplied to the American Thor Motor Coach, one of the most important brands in the US, producing nearly 1 out of every 4 motorhomes sold each year and part of the Thor Industries group.

"Thor Motor Coach started fitting our pop-up roofs" says Lorenzo Manni. "We are very excited that the Thor group, also owner of the Hymer group, was the first to believe in the product. Others follow us with great interest, and we believe that the future of this product will be bright".

The Vela pop-up roof uses the thermoformed twin sheet technique in both the upper and lower shell. In the cavity hot or cold air can circulate to create the perfect climate in every situation. Moreover, the large, but lightweight, elevating roof contains a double bed measuring 200 x 130 cm. While traditional products are made of fiberglass, the use of a thermoformed product offers important advantages, including being easier to produce and saving weight.

"Vela was launched in September. We have received very positive and very interesting feedback," continues Lorenzo Manni. "We are the first to have launched into the idea of using thermoformed plastic materials instead of fiberglass. We did extremely strict tests, a validation plan that lasted almost as long as the development of the whole project. Thor was the first to come on board, believing in it from the

start and helped us to perfect it. At their suggestion, we certified the product with an objective criterion for resistance to water entry. And as far as we know, we are the only one to have certifications on water protection of IPX4 and IPX5 on the fabrics adopted by Vela," says Lorenzo Manni.



SLIDE OUT YOUR VAN

'Slide Out Your Van' campaign reaches nearly 100,000 people in Europe

A "Slide Out Your Van" promotional campaign by Lippert Components (LCI) has already reached a large audience of European motorhome enthusiasts with almost 100,000 unique users on the www.slideoutyourvan.com website and around 8,500 followers on its Facebook page in the first six weeks since its launch. The users are mainly from Germany, France, the UK and Italy.

The "Slide Out Your Van" communications project was launched in August 2020 to improve the knowledge and benefits of the slide-out solution for campers and motorhomes in Europe, in particular, that this Smart Room slide-out is designed to improve the living space and habitability of compact vehicles.

The website www.slideoutyourvan.com reached 80,000 unique users in the first four

weeks, and after six weeks it has reached almost 100,000 people, with a rate of approximately 2,500 unique users per day.

Visitors to the website have come from Germany (17%), France (21%), the United Kingdom (22%), Italy (25%) and the rest of Europe (15%). Interestingly, 42% of visitors are female and the age groups 35-44, 45-54, 55-64 are each worth about 20%. This data shows how much the slide-out solution is of interest to a large and diverse male and female audience and across a range of age groups.

The results on the LCI Slide Out Your Van Facebook page, which was launched on 10 August, are also excellent with 8,500 followers and posts reaching 1,000,000 people every month. Engagement with each post is particularly high and dozens of enquiries forms

are received every day from those who want more information. The three most frequently asked questions are: Can it also be installed in the after-market? Where can we buy it? Which manufacturers are fitting it?

"The feedback we have received via social media, from the website, and also directly from people at all the campsites our staff have visited with our demonstration vehicles with slide-outs, clearly indicates that there is great sales potential for the Lippert Smart Room slide-out," said Lorenzo Manni, Vice President of Sales, LCI RV Europe.

"RV owners are showing a lot of interest in the layouts and interiors that can only be done with a slide-out. We are sure that European manufacturers will not ignore data of this magnitude and will want to give this product a chance," continued Lorenzo Manni.



Lippert Components, a quality supplier also for blinds and flyscreen

With the acquisition in July 2019 of the Italian Lavet srl, a company specializing in the production of blinds and flyscreen for RV's, LCI RV Europe has secured a leading position in this field as well. The already highly articulated range of blinds is now enriched by the Eclipse model, a blind designed for the windshield of the Ducato cabin.

"We decided to complete our offer of blind and flyscreen systems with the front part of the cabin that we currently lacked" - says Lorenzo Manni, LCI Vice President Sales, RV Europe - "We have straight side blinds, both Rollo and pleated, blinds for both straight and curved windows, and on curved ones we are particularly strong, for the panoramic roofs and for the maxi portholes. We lacked this product and also the flyscreen for the sliding door of the Ducato. So our last two product developments have gone in this direction to

complete the range".

From the start of next season, LCI will be able to mass-produce Eclipse, a new range of front blinds for the Ducato Euro 6 cabin with a system consisting of three elements: one right and one left to darken the windows on the side doors, and one front for the windshield. The front version is available both for the versions of the Ducato without the mirror and for those with anti-collision radar, which occupies a fairly important part of the upper part of the windscreen. Industrial production will start in March 2021.

"Lavet is a very strong company on sliding systems. Now we are working to improve the design," continues Lorenzo Manni. "Lavet was born from the idea of good entrepreneurs who focused on the development of a technically advanced product. Perfect from a production point of view, but can be im-

proved from an aesthetic point of view, we are working on the design integration with the interior of the units. We are trying to safeguard manageability and ease of use and find greater appeal for integration with existing furniture," continued Lorenzo Manni. "Thanks also to its ability to design complex systems, Lavet was able to create a flyscreen for the new Winnebago Journey Class A, for a very complex door with five beams. Lavet specializes in product customization even for products with very sharp curves. For example, we did the two blinds on the corner windows of Adria Astella, the Slovenian manufacturer's flagship caravan, which have a very pronounced curvature".

And since Lavet products are compliant with the standard FMV SS302, which relates to the burning behavior of materials, LCI can also sell blinds on the North American market.

