The power of colours

The rebranding of M.B. Trading starts with the new logo designed to convey the variety of colours that characterise and differentiate the many motorhome models

Words Renato Antonini

The printing department

Although the spring lockdown period was tough for M.B. Trading, the post-COVID phase has brought new business prospects. Turnover has increased by at least 20% in recent months and a positive season is expected, with orders for 2021 already on the rise. After all, for this Italian company operating in the production of adhesive graphics the growth in the RV sector has been constant. Today, after ten years of presence in the motorhome sector, the numbers are more than respectable with some 30,000 motorhomes fitting adhesive decorations made by M.B. Trading every year.

"The quality of service and production are the factors that most contributed to our RV market penetration", said Walter Bracci, founding partner of M.B. Trading. *"We supply customised solutions to small and large manufacturers alike. Our customers appreciate our short production lead times and also the organisation of our supplies. Upon request, we can work just-in-time and use a specific supply system for each one individually. By directly accessing the*

The new logo

"The COVID-19 lockdown caused a period of closure which, despite everything, was useful because it allowed us to reflect on some issues that have long stood still on our desks", said Walter Bracci, founding partner of M.B. Trading. *"This is the case with brand design, which first saw a renewal through the new company logo, which we decided to completely change after so many years"*. The letters MB stand out on a grey background, in the centre of a circular element. A black band has been added to it containing the word "serigrafia" (silkscreen printing) that hints to the origins of the company. It is made using the basic four-colour printing method. A simple but striking logo, more colourful than the previous one, testifying a tendency to explore the new boundaries of colour.

The cutting department

Company Profile

M.B. Trading srl is one of the leading italian and international companies in the field of printing for industrial and advertising decorations. Cutting-edge technologies, orientation towards innovation and creativity are at the base of a wide range of products and solutions that enable M.B. Trading to dress and decorate surfaces and materials of any kind. M.B. Trading's printing techniques range from screen printing, with an over 20 years experience, to the most innovative digital printing.

motorhome manufacturer's portal, we can schedule deliveries for the exact day a particular model is placed on the production line".

Over the past years, the growth of M.B. Trading has been managed by hiring new people and introducing new machinery. Two new printers were purchased only a few months ago and the expansion of the warehouse space is currently being planned. Other machines for flat printing directly on support panels will soon be purchased. They will be used for productions destined to fields different from RVs.

"At the moment, the motorhome sector accounts for about 90% of our turnover but we need to explore other areas as well", explained Walter Bracci. *"We are looking at the nautical sector where decorative panels are widely used in common areas. Of course we wish to broaden our range of action but, at the same time, our aim is also to continue to expand our presence in the RV world, in Europe and beyond".*

The growth of the company is showing no signs of stopping and there are already talks of acquiring other production facilities or creating partnerships with other companies to expand the turnover.

Winning colours

"Colours are being used more and more on motorhomes made in Europe", explained Chiara Mazzantini, graphic manager M.B. Trading. *"Decorations used to be mainly linear, nearly too simple, but that was the taste and the fashion and we have to respect that. Today, there is the widespread use of decorations on every motorhome, whether black, silver or colourful, that I think is particularly attractive... Decoration is important and it couldn't be otherwise since it is one of the most noticeable elements that differentiate one brand from another. Today, many of our clients ask us to create a graphic design project . In the first phase, we create freehand sketches and then we process the ideas using professional graphic programs".*

Six people work in the M.B. Trading graphics department. During the last few years, there has been a strong change in the importance given to decorations. Today, more and more often, manufacturers commission the graphic design from scratch, providing just general indications.

"We have only been working in the RV sector for ten years and so many things have changed" concluded Walter Bracci. *"For instance, printing techniques have evolved. Printing is faster and the definition is better. There are more colours available and many more materials that can be used as printing media. We transfer all these improvements to the customer to make products that are more attractive for a market where customisation is constantly requested and competition is very strong".*

Walter Bracci with Chiara Mazzantini, head of the graphics department