



# From CTA 4.0 to Caravan Salon

Strong of the production capacity and efficiency of a new 4.0 factory, CTA has refreshed and expanded its offering with an eye to today's the most popular vehicle types, particularly camper vans and minivans

Words Renato Antonini

This has certainly been an important year for CTA. The Italian company opened its new headquarters and factory in 2022 beginning a process of improvement that will transfer to even better product quality. The significant step forward is tangibly expressed by CTA stand at Caravan Salon in Düsseldorf. Visitors will be able to talk to the managers to learn more about the new organisation and see several important innovations and the refreshed versions of some well-known and appreciated solutions designed for travelling, dining and sleeping, with a focus on safety and comfort as well as practicality and lightness. Several product types have been transformed to adapt more and more to a changing market in which camper vans are more popular than motorhomes and traditional vehicles. The process has just started and will continue in the future as seen in the evolution of CTA's most classic products, like swivel plates and seatbelt anchoring structures. The drive for innovation over the past 45 years has led to the new facili-

ties that house CTA's headquarters and factory. Centralised management in Industry 4.0 perspective, with a focus on maximum customer satisfaction, makes CTA a modern company in step with the most advanced standards. All machines have a high level of 3D programming and are interconnected in CTA's 4.0 system. Production can now be planned using personalised principles to the benefit of flexibility in batches and to allow the production of customised components at competitive costs. State-of-the-art machinery, like the welding cell with two Panasonic TM1400 six-axis robots and an Omron collaborative robot, contributes to this progress. With state-of-the-art machinery, the considerable expansion in size (over 4,200 square metres covered, 10,000 square metres in total), and the implemented lean-oriented strategies, the new factory has a production capacity four times that of the old plant. Importantly, the resources of the technical department have been doubled, in terms of personnel and software.

## **Safety and comfort, on the move and when parked**

The core business of CTA remains seatbelt anchoring structures. It is this type of product that has made the company's potential known throughout Europe. The product has been revised to comply with new regulations, such as R17, and now features a universal Isofix coupling system. The metal belt support frame, anchored to the chassis of the base vehicle, pairs maximum lightness and ease of installation, without ever forgetting the primary objective of ensuring passenger safety. A place of honour on the stand at the Caravan Salon is reserved for the Dinette Sleep, which was introduced in Düsseldorf two years ago. The basic version has been joined by several variants to make up a real range. The arrangement from the desire to turn the traditional dinette convertible into a bed into a more automotive-like layout that is very comfortable both when on the move and when sleeping, as well as safe and easily convertible. With a focus on light-



ness as well. Interestingly, the basic version weighs in at just 39 kilograms. Comfort is ensured by an ergonomic, hypoallergenic memory foam padding. It converts into a bed with a simple manoeuvre using the new headrests fully integrated into the backrest. As a result, the Dinette Sleep is extremely versatile, with versions for camper vans (e.g. based on Fiat Ducato) and for minivans (e.g. based on Ford Transit Custom). Other new products will also be presented at the Caravan Salon, such as the Smart Safety Belt Structure kits complete with cushions for the aftermarket and Easy Bed restyling. *“The new organisation of CTA 4.0*

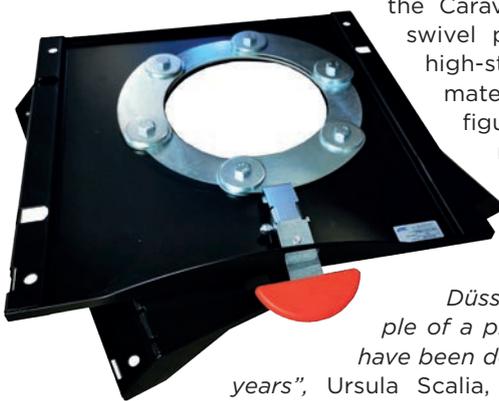
*allows for an interesting diversification of our offer”,* said Ursula Scalia, Sales & Marketing Manager of CTA. *“We will give ample space in our range to products dedicated to the minivan category, which is increasingly popular in the European market. We will do this with high-performance, low-weight products that are very comfortable, but also simple to install and use. We are grasping the opportunity to satisfy a new, younger, more demanding, more essential target market. It is in this course that CTA has plotted, that of a young yet highly experienced company, totally customer-oriented and capable of offering long-lasting quality solutions.”*

Ursula Scalia



## Swivel plates for minivans

The cab seat swivel plates are one of CTA's most time-honoured products and have also been perfected over the years to comply with changing regulations. The swivel plate for many minivan models, such as the Ford Custom, Renault Trafic and Citroen Jumpy, are presented at the Caravan Salon.



The new swivel plates are made of high-strength, low-weight materials and are configured as a universal right/left system for most models.

*“The swivel plates we are bringing to Düsseldorf are an example of a product type that we have been dealing with for many years”,* Ursula Scalia, Sales & Marketing Manager at CTA, added. *“Now we have developed a model especially for minivans, the trendiest RV category of the moment.”*

## Company Profile

Industry leader in the European market of components for Recreational Vehicles and always attentive to the evolution of market trends with over 45 years of experience, we design and manufacture innovative solutions with the aim of improving safety and the perception of comfort inside the vehicle. Our product range includes: structures for safety belts anchorage, swivel plates for seats, TV / tablet brackets, ladders and roof racks, dinette systems that can be turned into a bed, all strictly Made in Italy. Among the undisputed strength of CTA branded products: versatility, reliability and lightness. Among the first producers of structures for safety belts anchorage, weighing just 12.5 kg, well 40 % less than the lighter ones available on the market, today we boast a wide range of structures, reaching up to 8.5 kg for specific types of vehicles. These results have been achieved thanks to continuous investments in R&D, in the selection of innovative materials with high resistance and increasingly reduced weight and their use in the design of high-performance solutions, simple installation and ease of use. Quality, experience, know-how, combined with passion and specific knowledge of the camping sector allow us to be partners of the leading European OEM, with whom we develop a substantial design synergy considering all construction needs and providing technical support at every stage of product development and launch. Last but not least, CTA is committed to a strategic path of quality, environment and safety. In order to increase its ability to regularly provide quality products and customized services, that meet customer requirements, the organization undertakes to adopt and improve the quality management system according to ISO 9001: 2015, as well as to start a path of environmental protection in compliance with ISO14001 standard.

CTA 4.0 factory: the new headquarters in Pomezia

