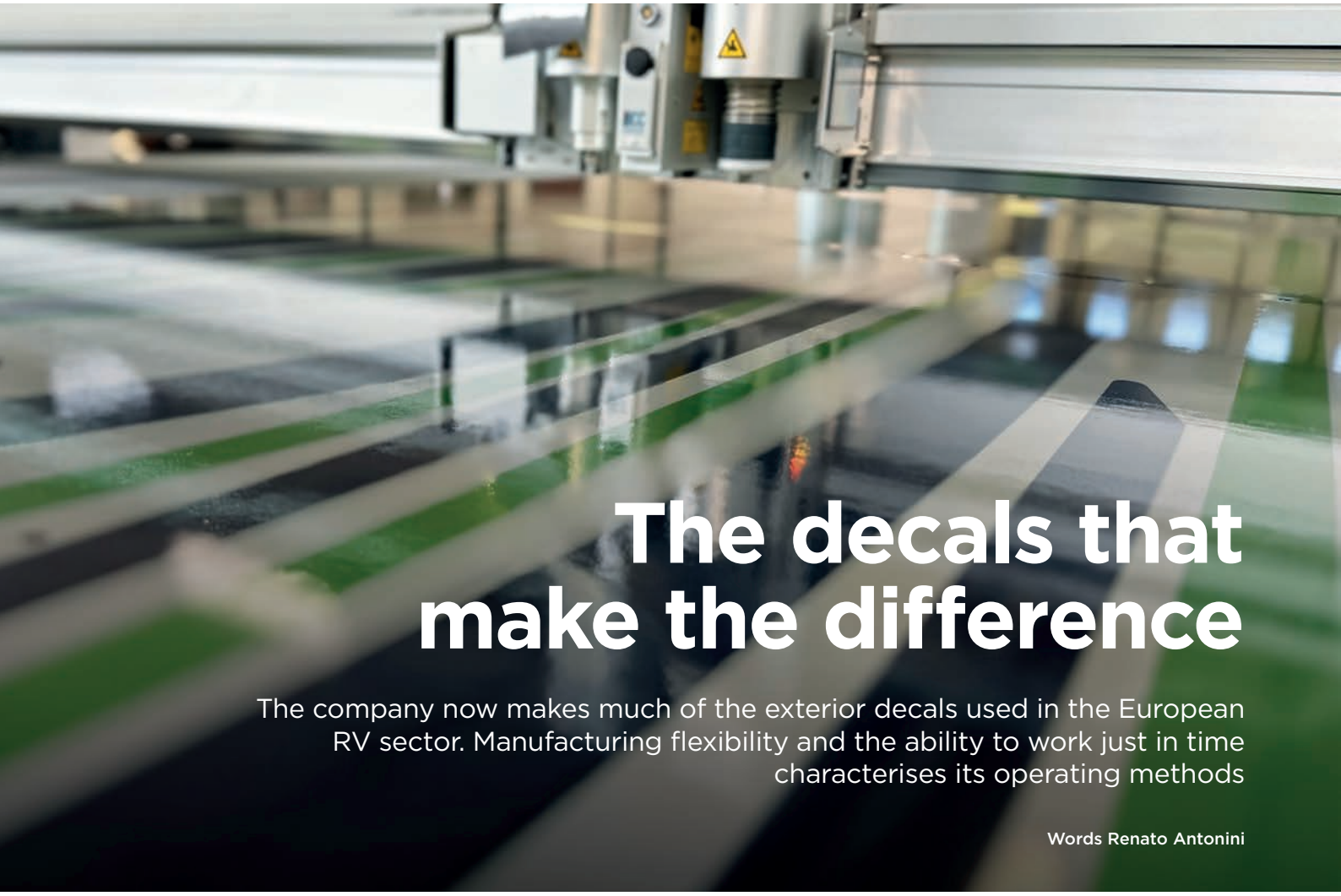


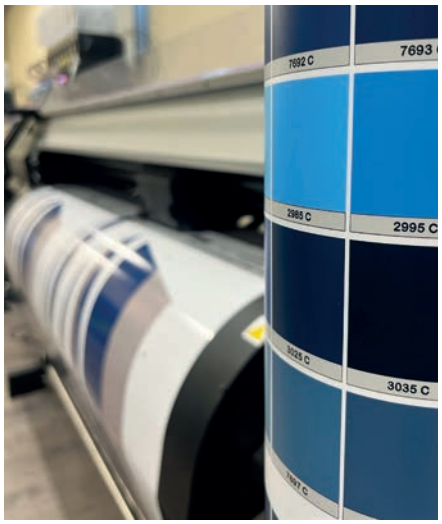
The decals that make the difference

The company now makes much of the exterior decals used in the European RV sector. Manufacturing flexibility and the ability to work just in time characterises its operating methods

Words Renato Antonini

Exterior decals have always been used to characterise the image of RVs and to differentiate the various brands, but in recent years they are being used in a really big way. It is a fashionable trend and a lot of effort goes into studying how to make vehicles more and more aesthetically pleasing. MB Trading has been able to interpret this tendency with a graphics department capable of keeping up with demands and with investments in machinery and new work management principles.

"We were not thinking about the RV sector when we started our business in 1997", admitted Walter Bracci, founding partner of MB Trading.



"Actually, we grew when we launched several proposals to Italian RV manufacturers in 2011. After the first deliveries to SEA, we approached the world of camper vans with decals for the models made by the Trigano group at the Italian plant in Atessa. We then became suppliers to other Italian manufacturers, like Rimor, and soon after our decals became known and appreciated all across Europe. Considering the motorised RVs produced in Europe, almost one in four has MB Trading decals today. Today, 85% of our turnover comes from the RV sector".

Punctuality and flexibility

But what is the secret of this Italian company's success? Firstly, it is based in Tuscany, in the area where almost all Italian RV production sites are located, but this factor is actually less important than it seems. What counts most is delivery, flexibility and punctuality but also creativity and the ability to provide a complete service to customers.

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. The company covers a total area of 4000 square meters and has 60 employees.

"Quality, efficiency, punctuality and being able to adapt to specific customer requirements is what characterises the service we offer to companies in the RV sector", Walter Bracci continued. *"They choose MB Trading because they know that they can rely on production speed and on-time delivery. To achieve this, we have an in-house graphics department, state-of-the-art machinery and an adequate number of employees. This is why we are competitive and popular in the RV sector".*
Three people were working in the company in 1998. Today there are sixty and this number that has allowed MB Trading to become an industry that is appreciated throughout Europe. The plant was expanded in 2021, doubling the available space. New machinery – four printing plotters and two large cutting plotters – was also purchased in the same year. Today production is carried out on twelve printing presses and nine automated cutting plotters. Printing techniques have evolved since 2011, resulting in higher speed and better definition, but there has also been an expansion of the colour range and an increase in the number of print media employed.

Model customisation
The graphics department is one of the strengths of MB Trading. Six people work in it and it can draw designs for customers independently, offering customised solutions for small quantities and large batches alike. The plant still has a conventional screen-printing line with a UV oven capable of high-volume production. Range fragmentation has been a defining trend in recent years in the European RV sector. This means that a lot of different models – that often need specific decals – are produced. MB Trading can meet this need by exploiting modern digital printing processes, allowing production flexibility and excellent quality even for small batches. The various models can be customised at a low cost. This is also important to differentiate the ranges of the various brands, built on common platforms within the same group.

Just in time

Of particular interest is the fact that MB Trading can work following just-in-time principles. For customers, this means avoiding the need to have a well-stocked warehouse, less occupied floor space, lower investments, less risk of deterioration of goods and no waste if they are not used.
MB Trading can work closely with the customer organising the supply of decals precisely and independently by direct access to their corporate portals. Knowing when a specific vehicle model will be produced, a dedicated decal kit can be delivered to the manufacturer, even the day before the vehicle reaches the production line, without going through a warehouse.
Over the years MB Trading has understood the needs of RV builders, has successfully adapted to changes in the market and production and has invested in offering an increasingly efficient service. The achieved results prove that the choices were right.