Steady growth with eyes on the German market

M.B. Trading is making significant strides in the recreational vehicle graphics market by forming strategic partnerships, investing in cutting-edge technology, and maintaining a strong commitment to innovation and quality service

Words and photo Enrico Bona

In recent years, Pisa-based M.B. Trading has experienced steady growth, establishing itself as one of the most dynamic and innovative companies in Europe's recreational vehicle graphics sector. Focused on consistently delivering high-quality solutions, the company saw substantial market share gains in Germany in 2024.

A Strategic Expansion

The German market presents both a challenge and an opportunity for many companies.

"M.B. Trading has managed to enter this complex market subtly yet successfully", says CEO Walter Bracci. *"Our expansion into Germany was not by chance but the result of a well-planned strategy that combines market analysis, technological innovation, and excellent customer service".*

Strategic Collaborations

To foster growth and strengthen its presence and support in the country, M.B. Trading has implemented a new sales network in Germany. Starting in 2024, the company will benefit from the expertise and collaboration of Holgner Knorz, a prominent, long-standing, and well-recognized figure in the industry. The partnership with H. D. Knorz Vertriebs-GmbH has enabled M.B. Trading to further expand its position in Germany, leveraging Knorz's deep market knowledge and extensive network of contacts. From the 2024 edition of the Caravan Salon Düsseldorf, M.B. Trading, in collaboration with H. D. Knorz Vertriebs-GmbH, will have a dedicated stand, increasing its visibility and providing opportunities to engage directly with German customers and partners.

Growth Figures

M.B. Trading has experienced a 15%

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 a 25 years experience, to the most innovative digital printing. The company covers a total area of 4000 square meters and has 60 employees.

increase in revenue over the past year, with sales growth in Germany exceeding 25%. This success is the result of intense teamwork and a forward-thinking entrepreneurial vision.

"The German market is extremely competitive, but we have managed to stand out thanks to the quality of our service and our ability to quickly adapt to local customer needs", says M.B. Trading's CEO.

Walter Bracci

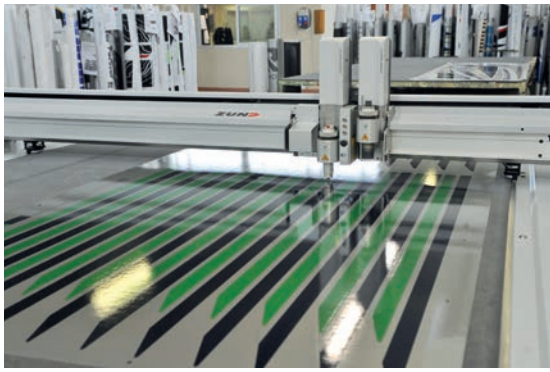
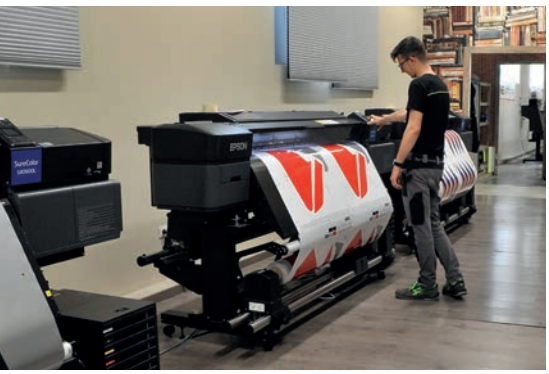
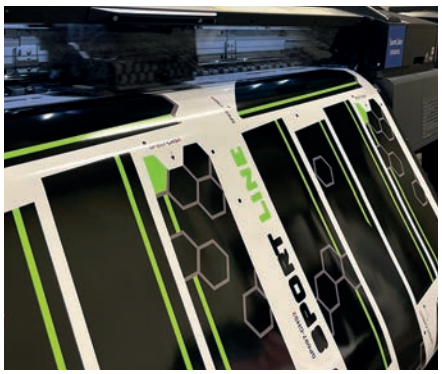
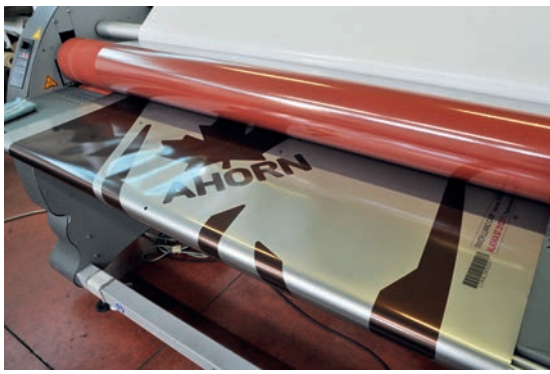
Innovation and Quality

A crucial part of M.B. Trading's strategy is its continuous investment in research and development. Recently, the company has completely upgraded its machinery, purchasing 14 state-of-the-art large-format cutting plotters. This investment has significantly enhanced the precision and quality of their products, ensuring cutting-edge production capabilities.

Future Developments

The company aims to grow further, not only in revenue but also in the size of its production sites. With this in mind, M.B. Trading is seeking additional sites or a larger location to accommodate the substantial workload and support its expansion goals.

Benefits of Partnering with M.B. Trading

"We believe we offer substantial added value to the German market", said Walter Bracci, CEO of M.B. Trading. *"Looking ahead, we intend to solidify our presence in Germany and venture into new European markets, despite already holding over 35% of the market across the continent".* The company's commitment extends beyond merely supplying products; it involves providing comprehensive support, design, and prototyping services.

"We visit clients throughout Europe, and beyond if necessary, to deliver direct and personalized assistance. We work closely with clients and their technical teams, sharing graphic files and ensuring flexibility at every stage of design and production. Our aim is to uphold this level of excellence as we expand, offering tailored solutions and continuous support to all our clients," Bracci concludes.