



Just in time

Specialising in decals for the RV sector, the Italian company has grown steadily in the customers' appreciation for the just-in-time delivery service and the customised graphic designs

Words Renato Antonini

M.B. Trading has been in business since 1997 and after ten years of operations in the RV sector, the time has come to take stock. The company is now a leading European manufacturer of decals for motorhomes and caravans. Numbers don't lie. Over 40,000 new vehicles were customised with M.B. Trading decals during the past year. That is a considerable slice of the entire European market.

"Our production has grown a lot recently as a result of the market growth following the pandemic and following the acquisition of new customers", declared Walter Bracci, founding partner of M.B. Trading. *"About 90 per cent of the orders currently come*

from the RV sector, in which we have specialised strong of the appreciation expressed by the manufacturers who are our customers. Our turnover increased substantially in 2021, up 50% compared to 2020". The company is reorganising to meet the growing demands. Today, M.B. Trading employs 60 people and the plant is being expanded. It now totals 4,000 square metres in size, which is no mean feat for a printing house. The company is located in Pisa, Tuscany, close to the production sites of many Italian manufacturers, almost all of which are located in the region. The site expansion is

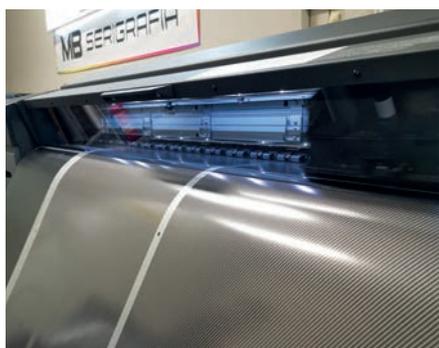
aimed at optimising product packaging and shipments to customers.

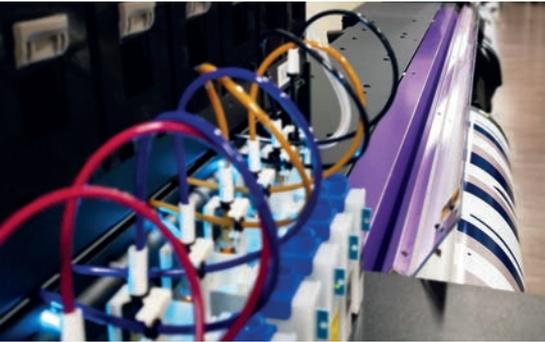
"Just-in-time deliveries are increasingly in demand among our customers. It is a service of excellence that we can provide after the investments we made in recent years and our consolidated organisation principles", Walter

Bracci explained. *"We can work according to the production plan of the various manufacturers, knowing what and how much they make. We are authorised to*

access the motorhome manufacturer's portal to schedule deliveries knowing the day on which a specific model will be assembled on

"We can work according to the production plan of the various manufacturers"





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.



the production line". In this way, M.B. Trading can deliver day by day, without creating large batches. They only need to know is that N vehicles of model Y will be made on day X. The main advantages for customers are twofold. On the one hand, the manufacturer can reduce stock (space, machinery and personnel), and on the other hand, the decals they have are always up-to-date, based on the produced models, without needing to keep kits on stock which would deteriorate or remaining unused if the planned vehicles are not actually made. There have been many changes over the past ten years of operations of M.B. Trading in the RV sector. Printing techniques have evolved (offering higher speed and better definition), expansion of the colour range, increase in the number of print media. Importantly, the needs of vehicle manufacturers have also changed with greater range fragmentation, more models and more special series,

differentiating the various vehicles made by the same group on the same platform. This leads to a more differentiated production of decal kits. "For instance, we purchased six new machines in 2021, four printing plotters and two large cutting plotters

(up to 300x200 cm). We increased the number of printing presses to ten, plus seven cutting plotters. We made decals for motorhomes built with sandwich panels and for campervans with the original sheet metal bodywork".



The graphics department

Quantity, production quality, efficiency and speed of service are the driving factors for M.B. Trading. The graphics department, which employs five people, can create customised solutions for every single customer, and create

designs based on a few inputs from the manufacturer. A pattern is first-ly sketched by hand, then defined in detail using computer graphics programs. The graphic style has certainly changed over the years. With just a few

clever touches, the vehicles can be refreshed and made more contemporary using more dynamic and lively patterns that are more elegant at the same time, differentiating the entry-level ranges from the more prestigious ones.