



New plant, new future

Tenacity, dedication and forty-five years of experience. It is with these premises that CTA is preparing to open its new headquarters and plant, a 4.0 facility that reasserts the company's growth at an important time for the entire RV sector

Words Renato Antonini



ELECT 52 pipe benders

Everything is ready for the opening of the new CTA plant, a versatile and flexible 4.0 facility that propels the company into the future. The new facility, named after the founder Pietro Bellezze, will inaugurate a new development process and foster a growth curve based on forty-five years of experience and operations carried out with tenacity, dedication, enthusiasm and a desire for continuous innovation. The new headquarters and plant took two years to build and involved several players coordinated by Fabrizio Bellezze. The pandemic, the shortage of raw materials and international problems did not stop the organisational machine. The investment was major. In addition to the new building, the plant benefits from a series

of innovative infrastructures, guaranteeing complete interconnection, safety, a healthy working environment and respect for the environment.

"The plant was named after Pietro Bellezze, one of the founders of CTA, who is currently 80 years old," explained Dario Bellezze, son and current CEO. "He is the person who initiated this challenge by transmitting

"CTA's challenge is one that looks to the future"

a strong spirit of corporate identification and teamwork. More specifically, teamwork has been a core value of CTA from the very beginning and the same spirit still accompanies us today, strong of a cohesive and professional team whose primary objective is to satisfy market demands."

The plant has a total area of 10,000 square metres. Of the 4,200 square-me-



tre indoor area, 3,000 square metres are dedicated to 4.0 production and 1,200 to the warehouse. Lean-oriented manufacturing strategies promote production flexibility and have increased the output fourfold, with a 25% reduction in lead time. In addition, CTA has started the process of ISO9001 certification to guarantee product quality even further. The company will be even more customer-oriented, with a focus on quality and timely delivery and customer satisfaction. The new plant houses the technical office, which has doubled its resources in terms of personnel and software. CTA has always stood out for its focus on technological development and continuous commitment to innovation. It is planned to integrate devices in the ISO17025 compliant test laboratory to ensure increasingly faster prototype testing and certification-proof reliability. The entire activities was coordinated by Marco Ubaldi, head of Research and Development, who has over twenty years'

experience in the RV sector. *"The new production organisation will also allow us to diversify our product range, with new solutions that will further complement CTA's already extensive range"*, added Ursula Scalia, CTA Sales & Marketing Manager. *"Particular attention will be paid to mini vans, that is an increasingly popular category of RV vehicles, with dedicated, high-performance products for significant weight reduction and a high perception of comfort, as well as ease of installation and use"*. A purchasing department dedicated to the search for the best materials will also be opened and the commercial structure dedicated entirely to the needs of customers will be bolstered. The company will be presenting important innovations at the Caravan Salon but CTA is also ready to welcome customers at its new headquarters in Pomezia, for a tour of the new "CTA 4.0 factory".



Industry 4.0

All the new projects saw the collaboration with Alessandro Polidoro, an engineer, industrial researcher and project manager, who has recently been involved in major digital transformation, Industry 4.0 and quality improvement projects in innovative contexts.

"CTA's challenge is one that looks to the future and counts several important growth and training projects that I gladly embraced and of which I feel an integral part", said Alessandro Polidoro. *"The idea of entirely customer-oriented, centralised 4.0 management is an added value that puts CTA at the top of the manufacturing industry and that, by capitalising on the company's consolidated and time-honoured background, can fully represent real Italian manufacturing in 4.0 perspective"*.

In the new plant it will be possible to produce welded components even in small series, with unprecedented effectiveness and efficiency. This is also thanks to the new welding cell equipped with two Panasonic TM1400 six-axis robots and an Omron collaborative robot, plus a brand-new ELECT52 9-axis tube bending machine. All the machines are interconnected in CTA 4.0 system and have a high level of 3D programming. Production plans are personalised to allow batch flexibility and the production of customised components while keeping costs competitive. This means that CTA can meet highly industrial production requirements, while maintaining a high level of product customisation and responding promptly to new stringent industry regulations.

Company Profile

A leader of the European recreational vehicle components market and boasting more than 40 years of experience, CTA designs and builds innovative solutions with the aim of improving safety and the comfort perceived inside the vehicle. The range of products includes: structures for safety belts, swivel plates for seats, TV/tablet brackets, ladders and luggage racks, comfort accessories for seats, all strictly Made in Italy. Some of the undisputed strengths of CTA branded products include versatility, reliability and light weight. CTA was the first manufacturer of anchoring structures for safety belts weighing just 12.5 kg, a generous 40% less than the lightest models available on the market.

Today, it boasts an extensive range of structures which weigh just 8.5 kg for specific types of vehicles. These results were achieved thanks to ongoing investment in R&D, in the selection of innovative high-strength materials with increasingly low weights, and their use in the design of high-performance solutions, that are easy to install and simple to use. Quality, experience, creativity and staying constantly up-to-date, combined with passion and industry-specific skills allow CTA to partner with major European Original Equipment Manufacturers, with whom it devises customised projects that take into account all construction requirements, and provides technical support throughout every step of the development and launch of the product.

Alessandro Polidoro

