



## Turn on the rear lights and look ahead

Dimatec is increasing its warehouse stock to circumvent any potential problems relating to lack of supplies for its customers. And it has also designed new products for both interior and exterior lighting

*Words Renato Antonini, photo Enrico Bona*

**T**he 2020-2021 period has faced Dimatec with some complex situations, but there have also been some positive notes: the turnover is high and the company has joined the Frankana group, which provides security and offers useful synergies. At present, approximately 50% of Dimatec's business is related to the aftermarket. For example, the company takes care of the distribution of IndelB/OFF products in a large part of the Italian market and, through Frankana, in the German market as well. However, the remaining 50% is still focused on international supplies to OEMs in the RV sector, especially with regard to interior and exterior lighting,

taps and fittings. And to make sure it is ready to respond to the requests of manufacturers and to supply its customers, Dimatec has decided to massively increase its product stocks.

*"Despite the difficulties, it was a good period - says Pascal Sanguinet, Sales Manager at Dimatec - and we expect a good end of the year 2021. We have put great effort into increasing our stock: at a time when many companies are struggling to supply their customers, we are ready to meet all our partners' needs. Last year we decided to expand*

*our stock to ensure, for some products, supplies for as many as eight months. Now we have pushed ourselves even further and, for some key products, we already have the entire 2022 supply in stock. While we made a considerable investment, we are sure that our customers will appreciate our service and our willingness to help them in a difficult time".*

The increase in stock led to a reorganization of the ware-



*LED light bar  
for recessed installation  
mainly designed for campervan furnishings*



*The new Arrow Light lighting system: three modular lighting elements to be installed on the rear of motorhomes and caravans, both on the right and on the left*

house. Increasing stock by approximately 50% is no small thing and Dimatec has optimized its high-bay warehouse, moving products from fixed to dynamic locations. Additionally, the shipping system was re-organized a new IT system implemented, bringing great advantages to the retrieval of products from the warehouse.

Furthermore, during the pandemic, Dimatec has made a remarkable effort to improve its communication and training methods. Training has always been of strategic importance for the company: for many years, in the framework of their year-long collaboration with Truma, it has organized periodic courses for workshop technicians. Now it has developed online courses for the staff of Assocamp members (the Italian association that brings together different stakeholders of the RV sector, primarily retailers with their service workshops) and for other professionals working in camper manufacturing factories.

Dimatec has also focused on intensifying its B2B and B2C communication: it has increased its social media presence to keep in touch with the general public and prepared online product presentations to communicate rapidly and efficiently with camper and caravan manufacturers, especially those who will not take part in the Düsseldorf Caravan Salon.

Outside Europe, Dimatec's main goal is to enter the North American market: a first attempt was already made in 2019, but the pandemic got in the way of the project. Now, thanks to the support of its local distributor Elwell, Dimatec is looking to the American market with confidence again.

### Rear lights

Please welcome the new Arrow Light lighting system: the name says it all, because it consists of a series of modular external lights which, taken together, create a particular arrow-shaped motif.

*"It was a complex project - explains Alexander Vohwinkel, OEM Sales Manager at Dimatec - that, from its conception to the final approval, lasted a whole year. It consists of a set of lights that can be installed on the rear bumper of motor homes and caravans".*

Its key features are the two V-shaped lights, which are completed with a bar light

to form an arrow. The V-shaped lights fit into a square 11 cm wide by 16 cm high. The lights are approximately 2 cm thick. The entire light group is made up of a position light (with light guide), stop light, direction indicator and rear fog light. It is a modular system, which allows for great freedom of installation: it can be installed horizontally or vertically, with one, two or three elements. The arrow-shaped motif is also used in the new multi-purpose light that groups the brake lights, direction indicators, position lights and rear fog lights in a single block. This rear light group, which was developed at the specific request of a customer, is available on the market for anyone who may want it.

### Interior lights

Dimatec carries on with the production of lighting elements for RV interiors. The company offers a wide range of products with spotlights and ceiling lights in frames of many different colours. However, black is becoming increasingly popular, especially for campervans, and is replacing the more traditional chrome silver. Almost all products are available both in touch-screen version and with remote switching through a separate mechanical switch. The new features include an extremely thin and light LED bar (only 6 mm thick), designed for recessed installation in campervan furnishings. Not limiting itself to the European market, in recent months Dimatec has developed a flexible interior LED light, exclusively for the American audience.

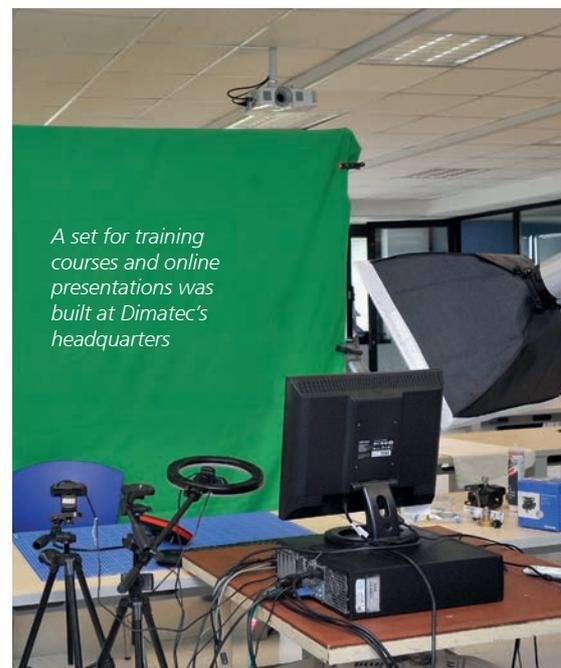


*Pascal Sanguinet*

## Company Profile

A specialist supplier of lighting systems for recreational vehicles, Dimatec S.p.a. has been in business for over three decades. Officially founded in 1983, the company's roots go much further back, considering that its founder Richard Pirovino began doing business in the sector with his first installations in 1974. In 1989, Dimatec entered the lighting sector manufacturing lamps, and just a few years later launching Veralux, an exterior 12 Volt fluorescent lamp with 11 Watts of power that soon became a best seller in the caravanning market. Dimatec operates both in the original-equipment market and aftermarket, selling its own products while also acting as a sales agent, bringing together recreational vehicle manufacturers and component producers, offering a huge gamut of accessories and spare parts. Dimatec obtained ISO 9001:2000 certification in November 1999, and has worked tirelessly to enhance its internal production processes in order to achieve its objectives, while constantly striving to provide better and better customer service. In 2017 Dimatec upgraded its certification to the new ISO 9001:2015 standard.

- **Employees:** 20 people.
- **Turnover:** 12 million Euro.
- About 50% of the turnover depends on the OEM market, the remaining 50% on the after market.



*A set for training courses and online presentations was built at Dimatec's headquarters*