



Ambassador for the value of the entire supply chain



Nicola Di Benedetto

All five companies involved in the Atelier Italian Revolution event are major players, but Maller has taken on the role of ambassador, as the last stage in the Italian wood processing value chain, maintaining direct relations with the client

Maller, of the companies in the Sandei Group, is the one most directly involved in the Atelier Italian Revolution event, since veneer application is the last stage in the entire production process, which includes plywood and decorative paper production. Maller Srl is thus the company with direct relationships with the manufacturers of recreational vehicles and mobile homes in Europe and beyond.

"In December last year," says Nicola Di Benedetto, Sales Director for Maller Srl, "I started thinking about a convention which would bring concrete added value to the entire value chain. Elisabetta Sandei,

Managing Director of Maller, and Maurizio Sandei, President of the Group, supported this idea and we decided to organize an event. Our meeting with Matteo Confalonieri from Decor In was decisive, since he immediately understood the importance of the project. We believe that we have achieved our aim of communicating the know-how, economic stability and professionalism of all the companies involved in the production process."

Established in 1973, Maller Srl makes veneer panels for the mobile home and recreational vehicle industry, as well as semi-finished products for furniture manufacturers. The raw material, i.e. the plywood





Elisabetta Sandei
CEO of Maller

Maurizio Sandei

panel, is made by Industria Compensati Colorno, which is located just a few kilometres from Maller. This makes for a direct supply chain and also optimises production planning. Maller applies the veneer to the plywood panels, and is able to guarantee very fast delivery times.

"We got a lot of positive feedback after the Atelier Italian ReVolution event," Di Benedetto says: *"we were able to communicate the value of Italian supply chains, of the excellence born of the long tradition of Italian woodworking, as well as the well-established and highly effective synergies between companies which have been working together for many years. We started with the raw wood stacked in the Industria Compensati Colorno forecourt and discovered how they make their plywood panels. We then went to Decor In to discover how they make their decorative paper for the RV sector. And Maller showed us the delicate process of applying the decorative paper to the panels which gives us the finished product. We brought along the technical and sales managers of the world's biggest camper and caravan makers. But not just them. We also hosted other actors in the supply chain who use our panels: manufacturers of furniture, wall and flooring solutions and insulating materials."*

Maller is a primary actor as a maker of veneered plywood panels for the caravanning industry. The Sandei Group, which acquired Maller in 2017, has made large investments in restructuring the company, buying new machinery, reorganising its use of space and optimising its processes. The synergy with Industria Compensati Colorno has become key to Maller's continued growth. With its

history of over 50 years in the production of poplar plywood panels, Industria Compensati Colorno opened its new factory in San Polo di Torrile (PR) in 1990, where it has a total surface area of 56,000 sq.m., with 16,000 under cover. In 2014 it stipulated a joint venture agreement - transformed into an acquisition in 2020 - with Xuzhou Hongwei Wood, one of the largest plywood panel makers in China. This enables the Parma company not only to grow its Asian market share, but also to obtain other high quality woods as an alternative to poplar. And in these very particular times, that may well be a valuable opportunity.

"The European market has a very limited variety of woods," says Di Benedetto. *"There are very few alternatives to poplar, in its French, Spanish and Italian varieties. Having a company in Asia enables us to analyse everything that Mother Nature has to offer and give priority to green considerations, selecting woods that grow particularly fast. It is simply a fact that European plantations have been under stress in recent years and are finding it difficult to regenerate themselves. Our China partner gives us a continuous flow of material and enables us to study, test and try out new varieties of wood in our production. This will also help us to find alternative pricing solutions - especially at a time when the cost of the raw material has skyrocketed. It's essential to be able to offer alternatives, because being only able to offer increasing prices is a dead end and, quite frankly, inappropriate for people who put their heart and soul into their business."*

In 2020, Maller Srl's three veneering lines processed and sold around 1,200,000 panels, amounting to a total area of 3,600,000

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Contacts



The Sandei Group

The industrial group controlled by the Sandei family today owns four production companies, all in the wood sector, but different from each other.

Sandei. Founded in 1962, it is one of the main Italian companies committed to the recovery and disposal of wood waste (sawdust, shavings, packaging, crates, pallets, construction waste...). It promotes the green economy thanks to well-structured services for businesses.

Industria Compensati Colorno. Active since 1970, it produces various types of wood panels used in the RV sector, in boating and in furnishing.

Maller. It was founded in 1973 and currently specialises in melamine faced panels for the RV sector and mobile homes. It also produces semi-finished products for the furniture industry.

Xuzhou Hongwei Wood. Established in 2002, it's the Chinese company of the group. It is focused on wood material solutions for automotive interior panels, furniture and construction.

sq.m. of finished panels. Maller currently supplies almost all European RV manufacturers, and also has a consolidated presence in the Australia and New Zealand markets. It is expanding its capacity with the installation of a new machine, thus adding a new production line to its existing three.

"In addition to the company in China, Maller and Compensati Colorno, we also have a waste management company for handling wood, bulky, hazardous and non-hazardous waste," says Maurizio Sandei, the Group's President. *"This is another side of the eco-friendly culture at the heart of our corporate mission. All our companies are eco-sustainable, but Sandei Srl in particular also helps other companies to recycle their waste, thus creating a virtuous cycle which is waste-free and non-harmful to the environment."*

