



*photo credit Thor*

# A new way of living RV interiors

A world that changes ever faster leads to new ways of living inspired by movement. The VAN thus becomes the interpreter and synthesis of smart living and fast moving. A synthesis that Tecnoform has made virtuous through innovative solutions that will be presented at the Caravan Salon in Düsseldorf and during the Digital Event 2021

*Words Giorgio Carpi*

**T**he experience of the last year and a half has changed us, changing how we see the world around us. Our needs and priorities have changed and with them the awareness of the relationship with other people and the environment in which we live. We have become "smarter", more social and greener.

The manner of socialising is no longer taken for granted. We have learned to work in "remote" mode, to make conference calls with colleagues and friends and even to toast and celebrate on-line.

At the same time, the drive towards the search for nature has grown. We have been "assailed" by the need and desire to live in open spaces, away from cities, crowds and the deafening noise of modernity. We have started to pay attention to environmental issues. Living outdoors has become a way to feel free from restrictions but also an opportunity to rediscover the pleasure of engaging in sports and enjoying the beauty of nature, rediscovering



*photo credit Adria*



ourselves and our essence as human beings. In this context, the RV world is extremely current as it offers the possibility to move freely in safety and comfort. Consumption habits have changed and, in particular, it is the van segment that has global "gained momentum" because it best interprets the needs of consumers: vans are easy to drive, light and therefore have a low ecological impact, they can be used on mountain roads and in the city, it is convenient for travelling but also for working, sleeping and eating. Interiors will therefore be modular, with an easily transformable layout, and equipped with smart-home functionality. The van embodies the possibility of experiencing movement. This represents a new way of life.

This is where the habitability revolution crosses Tecnoform's DNA. As Renzo Kerkoc, CEO of Tecnoform says: "By interpreting these changes, on the wave of an intuition dating back to 2019, the company is developing furnishing solutions that adapt to these needs and propose a new idea of habitability, optimizing it to the maximum!" An expression of this is the new line "Flexible Solutions - More than you think!" with its extendable and folding furniture products, easy to transform and able to make the most of the space available in a vehicle.

Tecnoform thus combines comfort and functionality in the name of a timeless elegance that characterizes the customization of products for shapes and decorations.

### Caravan Salon in Düsseldorf 2021 and Tecnoform Digital Event 2021

There will be two events at which Tecnoform will unveil the news for the 2022/23 season. Two chapters of the same book, a synthesis of tradition and innovation since 1965.

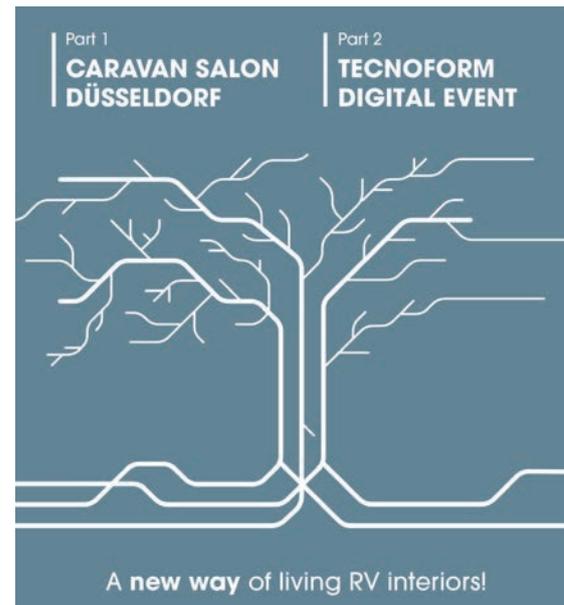
Chapter one: The Caravan Salon in Düsseldorf represents for Tecnoform a restart through a return to the origins. The company will present the core products that have traditionally been part of its history and that make it a well-known and loved brand. A curated selection of products will be exhibited in an exclusive environment, from which the high technological quality and design skills of the company

that has always promoted the Made in Italy style in the RV sector, through the selection of materials, decorations and matching proposals. Renzo Kerkoc tells how the showroom was designed to welcome the designers and designers of the builders, to suggest new ideas and trends to them through the collection of products made with innovative and light constructions and through the choices of combinations inspired by high fashion. You will find the Tecnoform stand in Hall 14/B33.

Chapter Two: the exclusive Tecnoform Digital Event, the second edition following the success of the one held in 2020, to be held in the week of 18-22 October 2021. "Through digital" - continues Renzo Kerkoc - "we will present more conceptual aspects of design and technical product development, offering furnishing solutions and innovative ideas. This event is dedicated to the innovation and design offices that look to the future of the RV sector!"

The proposals of both events are the result of Tecnoform's continuous dialogue with customers, which is fed by the enormous value created by working in co-engineering and co-design. For Tecnoform these two concepts represent the peak of skills and services offered to the customer. With co-engineering, the company offers the possibility of developing and optimizing a product within the vehicle, thereby rationalizing production costs and more. Co-design allows the customer to find the best product solution from both an aesthetic and functional perspective. Through these two skills, customers are guaranteed the maximum tailoring of the product and the development study carried out "by hand" by the technical and design offices of the customer and Tecnoform.

Renzo Kerkoc concludes: "Caravan Salon and Digital Event will be two distinct but connected events like a Part 1 and a Part 2, the first more focused on the company's



traditional products and the second on the innovative proposals and solutions of the future. The guiding thread will be a single great will of Tecnoform which, through its product proposals and furnishing solutions, is the spokesperson for a new way of experiencing RV interiors!"



## Tecnoform: service level and enterprise 4.0

Tecnoform is a company that has made internationalization a state of mind since its foundation thanks to a market born on the intuition of pioneers from three continents: Europe, America and Australia. Logistic complexity is therefore native and an integral part of supply chain design, due to the acceleration in the last two years Tecnoform has responded by transforming their working approach and increasing orientation to improved service levels. The same CEO Renzo Kerkoc took the field personally leading projects for the rationalization of production processes, investments in machinery, technologies, certifications and best practices

for knowledge sharing, increasingly directing Tecnoform towards digitalization 4.0. The first concrete results were collected at the start of the pandemic and the consequent uncontrolled tensions at the intersection between the rise in demand and the shortage of raw materials. Tecnoform's production flexibility allowed it to adapt quickly to the new situation, effectively helping to reduce the time to market of vehicle-producing customers. Physical and digital protocols of proactive collaboration between Tecnoform and its customers have made it possible to keep the schedules of the respective productions aligned, optimizing

the production capacity of the supply chain in favour of a service level that has become more than ever a determining element of success. "Only by pursuing an ever greater integration of the supply chain" - concluded Renzo Kerkoc - "can we guarantee adequate capacity and production flows, whose high standards are already planned by engineering and industrializing the product before entering production. This is why today more than ever, Tecnoform has both the burden and the honour of creating value between innovation and technology from the earliest stages of the customer's recreational vehicle life cycle".