



Production and communications

Stocking up and reorganising the warehouse, improving customer service and creating a new communications plan are the guidelines that Dimatec has chosen to tackle complicated complex post-pandemic market

Words Renato Antonini, photo Enrico Bona

It has been a difficult time for everyone and it was no different for Dimatec, but the Italian company will close 2021 with a growing turnover and new investments to cope with the raw material procurement problems gripping the global market. Dimatec acted in advance and stocked up significantly as not to be caught off guard by the supply crisis.

"We have almost tripled our stocks to minimise delays in the delivery of goods," explained Pascal Sanguinet, Dimatec Sales Manager. "We have also reorganised the warehouse and are still working on optimising the placement of goods. So far, we have managed to gain 150 pallet spots, but we want to improve further. We had already installed a robotic machine for managing the vertical warehouse and we have purchased other machines, including one for encoding the weight-to-volume ratio."

Dimatec is continuing to invest in optimising logistics and offering new products, like the new light clusters presented at the Caravan Salon in Düsseldorf. The company has an extensive product catalogue as well as the design skills and production flexibility needed to create customised products to specifications.

"More and more European RV manufacturers are asking for exclusive products to stand out from the competition", said Alexander Vohwinkel, Key Account Manager at Dimatec. "We can meet these requirements at a low cost because we work on a standard base. We take our catalogue products and modify them to make them unique with specific characteristics for that particular customer. It takes us just a few weeks to design and produce interior lights, spotlights and ceiling lights. Obviously, we need a little longer, say a few months, to make

Small useful products

Some of the new products launched by Dimatec are small in size and simple in appearance but meet the current needs of users at a very attractive cost level for RV manufacturers. For instance, almost all USB hubs now have dual ports as standard, specifically a type-A USB port and the smaller type-C port. A new USB port designed for external wall mounting has also been created. It is not recessed and this prevents the manufacturer from having to drill holes in the wooden panel of the furniture to

insert the element and there is no need to provide a space behind it to house the body of the port itself. The new mini USB port is a further expression of this need for simplification. It has a smaller body than the standard one because it only accommodates a normal type A 2.4 A port. Particularly noteworthy is a wall-mounted reading lamp with warm light and an articulated silicone-coated arm. Equipped with a touch switch, it has an extension of 36 cm and integrates a USB port.





exterior light clusters. I think it's also fair to point out that Dimatec has always been proactive in creating cutting-edge products that are ahead of their time. We innovate as well as customise".

There are several examples of this approach in Dimatec's experience over the recent years. As far as design is concerned, worth mentioning is the Dimatec "total black" range of spotlights and ceiling lights launched in 2014 that anticipate the current trend for lighting elements with black stems and bezels. Products of this type are featured in the company's current catalogue. The external awning light is another example. Dimatec developed an exterior light in 2011 in collaboration with one of Europe's leading manufacturers. The product had an innovative design that fulfilled its lighting function but stood out for its particular shape, capable of characterising a part of the vehicle on which it was mounted. Lights of this type have been improved over time, with the integration of the drip tray, for instance, and are still among the most popular Dimatec products in Europe.

"We work closely with customers to achieve these results and with component suppliers to understand where the market is heading, to optimise requirements and costs and to balance customer requirements with technical feasibility and price levels", explained Alexander Vohwinkel.

Dimatec works alongside manufacturers on three main product lines: taps and fittings, interior lighting and exterior lighting. The catalogue spans from simple, low-cost items to complex products, like the front light clusters for motorhomes that are inserted into a front end that is not part of the original chassis. Parts like these require considerable design efforts and a complex type-approval process. Dimatec is well-known to manufacturers throughout Europe and has recently appointed a distributor in the United States. The company is currently seeking partners to enter more faraway markets, primarily Australia and New Zealand.



Pascal Sanguinet



Alexander Vohwinkel



Assistance, training and communication

The Dimatec headquarters in Guanzate (near Lake Como) is home to a large meeting room where training courses were held for technical staff, with detailed explanations of the various products, in the pre-Covid days. It all changed with the lockdown but Dimatec was able to handle the situation successfully.

"We created online courses for the Truma and Alde networks," says Pascal Sanguinet, Dimatec Sales Manager. "This is further proof of our ability to meet new needs and adapt to new technologies. The experience will certainly be repeated, given the good results achieved."

Furthermore, new technologies are also used to improve communication, both to the public and the sales network and manufacturers. The new website has just been launched and is an important step in the company's new communications strategy.

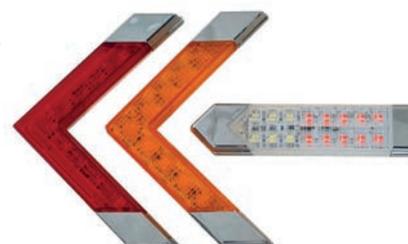
"Dimatec is engaging with the market through a new communication concept with the new website offering different levels of access to customers", explained Pascal Sanguinet. "For instance, RV builders will be able to access a reserved area to manage numerous documents."

Finally, with the change of the company's management plan, which will be active from 2022, Dimatec will take a further step forward in customer service. There will be a much more efficient routing of the service process to the RV manufacturers and the after-market network. The already existing ISO 9001 certification will be extended to the service organisation.



Arrow-shaped rear light cluster

The Arrow Light was presented at the 2021 Caravan Salon. It consists of a set of modular exterior lights that together



er create a distinctive arrow-shaped design. The arrow pattern is also used in the new multi-function light cluster, which combines the brake light, direction indicators, taillight and rear fog light in a single unit.