The creative hub that styles the image of motorhomes

From the outskirts of Pisa to the top of the European recreational vehicle market. This is where the visual identities of many brands are born and where the exterior of a vehicle or range is often styled

Words Enrico Bona

MB Trading is an entrepreneurial success story that started quietly and grew through determination and vision. Founded in 1997 by Giampaolo Maffei and Walter Bracci in a small warehouse on the outskirts of Pisa, the company expanded steadily from a single employee in 1998 to over 50 today, with a production area exceeding 3,500 square meters. MB Trading is the leader in digital and screen printing for the RV industry. It stands out for its ability to make professional decals and stickers, from the creative concept to ready-to-use products. MB Trading has become an industry benchmark through its tried-and-true blend of cutting-edge technology and personalized technical support. The experienced team provides support at every stage of the process, from material selection to the most complex applications. It is an example of Italian excellence that combines craftsmanship, expertise, and industrial spirit.

Behind the scenes:
meet the creative office

You may think that RV graphics are just an aesthetic detail or a simple decorative covering. On the contrary, the lines, colors, and patterns along the sides of the vehicles are styled in the graphics office which is the true kernel of MB Trading.

We asked Chiara Mazzantini, a senior graphic designer who has been with MB Trading for 18 years, to tell us about her organization and operations: *"We weren't even working in the RV industry when I joined the company. It all developed before my very eyes. Initially, I was responsible for preparing executive files, but today, I focus primarily on creative work. It's great to see how the office has grown from one person to a team of six allowing scope for innovation"*. Each team member is highly trained and often brings with them already sound experience gained in the field. *"We are flexible but not interchangeable. Everyone can follow any project, but I always try to complement everyone's specific talents. We don't think in watertight compartments"*.

The graphics office is a central and strategic department in MB Trading. It takes care of the entire creative and production process, from the customer's request to creating the graphics and preparing the production-ready executive files. In other words, the office follows the entire supply chain, from the initial brief to the printing of the decal. One of the special features of the office is its dual nature of being executive and creative. *"About 50 percent, if not more, of the graphics we make are from scratch and based on our own creative idea"*, Chiara explained. *"In some cases, where we receive a graphic design defined by the customer, and use our experience and knowledge of the materials to elaborate and adapt the graphics for technical feasibility and visual effectiveness"*.

The graphics office's strengths are teamwork and consistently flawless execution. The team's cross-functional skills enable them to provide sound, timely advice at every stage of the project. From idea to implementation, MB Trading works alongside customers constructively and proactively, turning each request into an opportunity to build brand value and maximize visual impact.

"We work side by side with designers, architects, and technical contacts. Some send us their projects asking for creative support, and others call us with an idea and depend on us to develop it. In all cases, offer our creative touch considering the market as a whole".

Not by chance, Chiara Mazzantini attends all the major industry trade shows. *"Keeping up-to-date on trends, materials, and finishes is essential. Seeing a new printable medium or special texture vinyl can spark an innovative graphic idea. Constant updating, both creative and technical, is a pillar of our work"*.

The team uses the most recent version of the Adobe suite. Computers are replaced regularly to keep up with technical evolutions. Software updates are as important as refresher courses for team members. *"Every new function opens up new possibilities. It is a continuous stimulus"*. The real hallmark of the office is speed. *"In our industry, everything happens fast. Often projects are landed suddenly. Deadlines are tight, but we are always ready. Speed is one of our core values"*, Chiara added with determination.

The MB Trading graphics department is more than a production department. It is a true in-house creative lab, capable of turning ideas into concrete projects with a recognizable style and rare efficiency. It is an added value for a company that has been able to grow, especially by focusing on the visual identity of vehicles.

"We make thousands of executive files every year. I don't have a precise count, but I think I have prepared more than 10,000 – and I'm not exaggerating. This important task may be done quietly behind the scenes but we always do it with passion", concluded Chiara.

Company Profile

M.B. Trading srl is one of the leading italian and international companies in the field of printing for industrial and advertising decorations. Cutting-edge technologies, orientation towards innovation and creativity are at the base of a wide range of products and solutions that enable M.B. Trading to dress and decorate surfaces and materials of any kind. M.B. Trading's printing techniques range from screen printing, with a 25 years experience, to the most innovative digital printing. The company covers a total area of more than 3.500 square meters and has over 50 employees.

Chiara Mazzantini and the graphic team