



Colour and dynamism

Custom graphic solutions for every motorhome model, with just-in-time production: within just a few years, MB Trading has succeeded in establishing itself on the European market thanks to the quality of its product and service. Adhesive graphics of all kinds, for vehicle side panels and more, make for eye-catching motorhomes, completely different from those anonymous basic white vehicles. Creativity, precision and punctuality are the pillars on which the success of this Italian company is based, a firm which originates from the screen printing industry.

Words **Andrea Cattaneo** - photo **Enrico Bona**

This year 25,000 motorhomes have adopted MB Trading adhesive graphics: a really good result for a company that has only been active in the RV sector for eight years. An Italian miracle, one might say, given that the company was founded and is still located near Pisa, in the Tuscan region where almost all Italian-made motorhomes are built. Actually, this is no miracle, this is the result of hard work and outstanding entrepreneurial skill, as Walter Bracci and Giampaolo Maffei, the two founding partners, explain.

"After working together as employees", says Walter Bracci, "Giampaolo Maffei and I decided to create something of our own in the field we loved the most, that of screen printing. We started out in 1997 with very little, I am not ashamed to say that our first production site was a 30 square metre garage. Then we bought a space of 150 square meters

and now we work in a 2000 square metre warehouse, which is more than enough for the type of activity we do. In 1998 we had only one employee, today we employ nearly fifty people. We branched out into the RV sector in 2011, supplying the adhesive graphics for a SEA model, the following year we supplied graphics for the campervans produced in Atessa by the Trigano group, then we worked with Rimor and other Italian companies and our turnover has significantly expanded. Today most of the Trigano models adopt our graphics, but we also supply the Rapido group and the Pilote group. In essence, approximately 25% of motorhomes produced in Europe are customised with MB Trading graphics. We have also started to look outside Europe: we have some contacts in America and we have recently entered the Asian market with a customer in Korea". From 2011 to today, the MB Trading's RV

sector growth has been significant, and today 95% of the company's turnover comes from the RV sector. Motorhome manufactur-





contacts



ers appreciate the quality of the product, but also the service provided. MB Trading has a streamlined and flexible structure, designed to satisfy all customer requests. Some vehicle side graphics are produced according to customer specifications, others are developed directly by the company. The MB Trading graphic design department can create customised solutions for each campervan model. From a production perspective, the company still has a traditional screen printing line, with UV oven, capable of producing large quantities, even up to 5000 units. As we know, the European motorhome market is very fragmented, so the 30,000 graphics produced annually by MB Trading concern about 400 vehicle models, and customers may require custom graphics for some models produced in less than ten units. This is why current production is no longer carried out using the traditional systems - instead the firm boasts modern digital printing processes that allow extreme flexibility, to ensure maximum quality even on batches of just a few units.

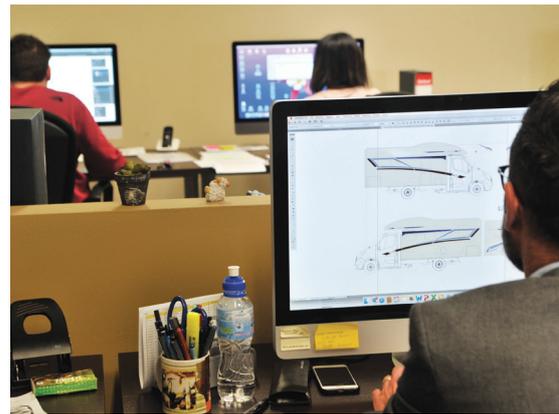
Home delivery

"Today, those who choose MB Trading do so because of the service they are guaranteed", explains Giampaolo Maffei. "We have an in-house graphic department to support the customer and we have eight plotters for digital printing with seven automated cutting machines, this allows us to develop customised solutions for both small quantities and large batches. Whatever the customer asks for, we answer: "Yes, we can do that". Thanks to automated digital printing processes, we are always able to satisfy the cus-

tomers, precisely and quickly. Our production speed and supply organisation are perhaps the characteristics most appreciated by our customers: we can work just-in-time, avoiding the need for warehouse storage".

In fact, the direct, just-in-time supply system is a significant advantage for the customer, reducing storage warehouses to a minimum and preventing hundreds of units from remaining in storage for months, possibly deteriorating, or even being thrown away because the anticipated quantity for a given model has not been produced. MB Trading has developed an ad hoc supply system for each individual customer: access to the vehicle manufacturer's portal means MB Trading are aware of precisely when a particular model will be produced, and can schedule the supply of specific graphics for the exact day.

"Shipments are organised day by day", explains Walter Bracci, "the adhesive graphics are transported directly from our site to the manufacturer's assembly line, without passing through a warehouse: we know, for example, that model X will be produced on 25 September, so on 25 September, we produce the adhesive graphics to be applied to model X vehicles. The ability to work in this way, with fast, precise, just-in-time production, has certainly won us significant portions of the market. Today, with digital printing, it is not difficult to achieve good product quality, so we have decided to go further, committing ourselves to providing a comprehensive, top-level service to our customers. Speed, punctuality and ad hoc solutions: this is what we can guarantee to those who trust in us".



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 an over 20 years experience, to the most innovative digital printing.

