



# Tecnoform Digital Event

Tecnoform launched the first “Tecnoform Digital Event” for exploring and developing all the potential of digitization on the 5th through 9th October 2020. Five days of online meetings with many key customers.

*Words Andrea Cattaneo*

**T**ecnoform is looking to the future and well aware of the growing role of technology. The company is investing in a bold digitization process. The goal is to hold more superior quality meetings and digital

events that have the efficacy of face to face working while in total comfort and safety. Despite cancelled trade fairs, 2020 is offering an opportunity to both get involved and inspire. The new effort started earlier this spring

when the company was looking for a way to protect health and present its news to customers at the same time. The idea took shape over a few days with the concept of a digital event to capture the attention of customers, an online trade fair and face-to-face worldwide TV program rolled all into one. First of all Tecnoform decided to set up an all-new, physical space in their corporate facilities dedicated to customers. All the technology and wiring required to hold digital events and meetings was then deployed.

The Digital Event was strongly supported by CEO Renzo Kerkoc, and lead by the Sales Manager and Technical Manager. Key Account Managers were also present and both delivered news live while answering questions. This innovation alone however was not enough. At the customer's request, it had to be possible to display, zoom into the picture, measure and compare every detail. The challenge was to ensure that customers could access the presentation with a click, while displaying what various cameras were framing.

Tecnoform worked with an agency specialized







in digital performance and virtual events, including agreements to work overtime when required. In addition, each participant received physical material samples prior to the event allowing them to touch and compare details. This effort was a successful major technological and marketing innovation. Participants were asked to complete a survey expressing their level of satisfaction which was remarkably high. The questionnaire completed at the end of the event enabled participants to provide information and suggestions. The feedback on the event was so positive that it definitively confirmed that this type of interaction could become one of the principal ways of working with key customers, and capable of strengthening both product launches and customer partnerships.

### Wide & Flexible

The key concept of the event and philosophy that inspired the theme was "Wide & Flexible: customize your space". Tecnoform has studied solutions capable of "both saving space and expanding it". This principle can be found both in the ergonomic shapes of doors and especially in various removable and extendable surfaces, including tables, benches, chopping boards and worktops (like the pull-out cutting board). Flexible solutions are easy to open and close, as well as transformable to offer large worktops that can "disappear" into small drawers.

The team are working on several challenging process and product innovations, including weight-reduction technologies, cost reduction, and remote production process control (Industry 4.0).

### News from Tecnoform

#### K-20 FLEXA

K-20 FLEXA is the new 2020 kitchen idea proposed by Tecnoform and designed by their internal design team. It is a hybrid kitchen and living area solution consisting of two modules in one. Curved doors are ergonomic and materials have incorporated antibacterial nanotechnology. In addition, the most popular new product design attributes include:

- Extendable shelves can be "pulled out" from multiple drawers. As an example, underneath the kitchen counter is a large self-supporting worktop that significantly increases the useful surface for cooking. Two benches and a sturdy, self-supporting table can be extended to provide comfortable seating arrangements for four people in the living area.
- The kitchen countertop has a special surface (made from a special material branded by TF Coating). The countertop is both heat and water-resistant offering functional protection from splashes. When the user is finished cooking, this surface also doubles as a useful worktop.

### Van

The van market is growing and Tecnoform is taking part in this evolution! The company is adopting an engineering approach that re-invents spaces according to the new "Wide & Flexible" philosophy. As an example, a new Tecnoform van based on the Ford Transit Custom has been developed based on direct experience and learning. For the past year, the CEO has been encouraging teams of technicians to use the vehicle for their own travels and leveraging this experience to come up with ideas for a new total redesign of both forms and spaces. Many innovative solutions have emerged during this test usage that are remarkably functional and considered "clever" by users. For example:

- The very large, self-supporting extendable table can be pulled out from a surprisingly small drawer and can be easily used by four people with two sitting on the bench and two on the cab seats.
- The worktop is removable from a compartment and made of the same material as the kitchen top. This innovation is not only comfortable for cooking and also for placing a tablet while navigating for the next travel destination.
- A very deep, generous cabinet with an internal capacity of 22 liters has a sliding door opening system.
- Adjacent to the kitchen cabinet, there is the new coffee sliding shelf fitted with a Nespresso coffee maker and storage space for the pods to enjoy a cup of espresso on the go.
- The kitchen cabinet can be easily inserted in the middle with a simple hooking system.
- This new van is designed to be connected. The vehicle is digital ready, with voice-controlled storage openings, lights and TV. The lights can create different settings and ambience with various colour tones.

## Tecnoform factsheet

- **The company** was founded in 1965; and since 1968 has been producing furniture components for the RV Industry
- **Headquartered** in Valsamoggia, Bologna, Italy
- **155 employees**
- **50.000 sq.m** site area
- **30.000 sq.m manufacturing area**
- **30.000 sq.m. solar plant** producing 60% of the Company's electric energy

- **Furnishing supplier in three different sectors:** RV, Nautical Industry, Luxury Industry
- **Global player** in RV furniture
- **85% Export** (50% Europe – 35% Overseas)
- **Major Customers:** Winnebago Industries (USA), Thor Industries (USA), Jayco Inc. (USA); Swift (UK), Bailey (UK), Trigano Group, Pilote Group, Rapido Group, Knaus Tabbert Group, Hobby Group (D), Hymer Group (Europe); Jayco (AUS).

