

CSD 2021 press release

Our Vision

“We believe that comfortable, elegant and functional spaces enhance the identity and experience of those who live in them”

Tecnoform and the RV market

Despite the 2020 pandemic, Tecnoform has consolidated its brand, strengthened its position in the RV furniture supply market. This has been possible thanks to its 50-plus years in operation, its state-of-the-art industrial manufacturing technology and its exclusive design offer.

Our vision continues to guide our present and future actions, which can be summarised as follows:

- We make furnishing solutions that consolidate and develop the history of excellence of the RV, yachting and luxury-home furniture industries and what makes us stand out on the global market are our innovation, Italian design, quality and environmentally-friendly technology
- We are convinced that the greatest innovation has a human face. The best representatives of our corporate principles and values are people

Tecnoform will be exhibiting at the 2021 Caravan Salon as a benchmark supplier of furnishings for the recreational vehicle industry. Its co-engineering and co-design expertise have led the company to work with some of the leading global RV manufacturers in designing and producing the interiors of their vehicles. They will be launched on the market soon!

To consolidate this position as a top brand of excellence in global RV furniture, Tecnoform is today a company that produces technological solutions enabling its clients to evolve aesthetically as well as in terms of manufacturing, investing in flexibility and responsiveness.

Back to the roots – CSD 2021

Rediscovering fundamental values

The experiences of the last year and a half have changed everyone, transforming how we perceive the world around us. Being unable to travel has “forced us to think”, to recall our historical values and discover new meanings. Tecnoform has taken part in German trade fairs for over 30 years, first in Essen and later in Düsseldorf. For safety reasons, it skipped the 2020 event. Therefore, returning to the trade fair is very meaningful for us. On the one hand, it means getting back in touch with people such as partners, clients, suppliers and stakeholders. On the other, it means presenting ourselves in a new way, with new values. For us, Düsseldorf represents a return to our origins, meaning returning to our origins, to the bare essence of things. This concerns values as much as products. This is why we coined the slogan “*Back to the roots*”, which extends along our stand as three main roots that come together to form the Tecnoform tree. The tree reminds us of the importance of nature for our industry in particular and for humanity in general. The tree emphasises the great value that Tecnoform has always held for the environment and sustainability and which it seeks to apply in its products and manufacturing processes. We divided the roots that the events of 2020/21 revealed into three key areas: *Who we are*, *What we do* and *How we do it*. These are interlinked and tell our story.

Tecnoform collection: our core products

“*Back to the roots*” is also extremely meaningful to us, when it comes to our products as it involves returning to our core product, the one that sets us apart and has made us famous worldwide: the locker upper door of the highest aesthetic quality and performance and the highly innovative kitchen tops. This is why we have outfitted our showroom so that it looks almost like a museum or a “gallery collection” where we can display our Italian-made treasures and people can physically touch them and experience their ergonomic shapes, lightness and our attention to detail and decoration. This area is intended to be a space to welcome manufacturers’ designers, to suggest new ideas and trends to them through the collection of products made using innovative, light-weight manufacturing methods and combined in ways inspired by high fashion. Doors and tops made our name and are our core products/original products that enable us today to say with pride that Tecnoform is known worldwide as “the RV furniture brand”.

Tecnoform Digital Event: innovative designs

But Tecnoform’s range of products and solutions is much broader than that. We have therefore decided to present our remaining designs at another event: the *Tecnoform Digital Event* that will be held from 18 to 22 October and streamed directly by appointment to each individual client. During the event, more conceptual aspects of product design and technical development will be



presented with furnishing solutions and innovative proposals that, metaphorically, will come out of the foliage of the Tecnoform tree as “blossoming ideas”. This event is aimed at innovation and design departments looking to the future of the RV industry.

The Caravan Salon and the Digital Event are two separate events presenting our furnishing solutions for the 2021/2022 season, but they are connected to each other as Part 1 and Part 2. The first is more focused on the company’s traditional products and the second on innovative proposals and solutions for the future. The unifying theme will be Tecnoform’s single great desire to be a spokesperson for a new way of experiencing RV interiors through its furnishing products and solutions.

<https://www.tecnoform.com/areariservata/>

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