

Metallarte and RV Doors join the Lippert Components universe

Lippert Components has acquired in July the Italian manufacturers Metallarte and RV Doors. New challenges await the brand well known in Europe for the quality and originality of its living unit doors and cab doors for motorhomes.

Words Giorgio Carpi



Lippert Components has acquired Metallarte S.r.l. the Italy-based manufacturer specialized in the design and creation of entrance doors, pre assembled panels, pre assembled aluminum frames for caravans and motorhomes. A specialist in aluminum, it also creates luggage racks, exterior ladders, bunk ladders for the lofts, slides for the shower doors, underbody frames and steel hinges. The acquisition includes Metallarte's subsidiary RV Doors, S.r.l. manufacturer of driver-side doors for motorhomes. Consolidated sales of the acquired business for 2016 were approximately €11 million (US\$12 million) and the purchase price was 14.7 million (US\$16.8 million).

"Metallarte is a wonderful and quickly growing European caravan components supplier," said LCI's President Scott Mereness. "It is our

third European acquisition in 13 months. We believe this transaction further accelerates the opportunities to expand LCI's product offerings for the European RV market. We welcome Metallarte to LCI, and look forward to working closely with their team to grow their business in Europe. We expect this acquisition to be immediately accretive to LCI's earnings."

Metallarte is created in 1996 and begins a pattern of growth in the caravanning sector. In 2003 saw a positive impulse with the arrival of Michele Checcucci, who has been until now the main shareholder and who gave to the company more flexibility and speed in responding to the needs of the clientele through a fast decision making processes and an operative philosophy of efficiency without ever neglecting quality. The doors of Metallarte are distinguished by numerous qualifying factors: a high level of personalization, flexibility and innovative technologies in production and assembly, such as FIPFG (formed-in-place foam gasket). In 2015, Michele Checcucci leases the Gi Emme Evo business branch and creates the new RV Doors brand, specialising in the production of doors for motorhome cabs. In the first months of 2017, Metallarte acquires the assets of





Giemme EVO and becomes an industrial group, with full ownership of the two Metallarte and RVDoors brands, as well as two production plants, one in Tuscany and the other in Veneto.

"We worked with passion and commitment in these years to grow Metallarte first, and then also RV Doors, and to be able to offer all our clients reliable and robust products with a contemporary design," states Michele Checcucci. "I gathered an excellent team around me: a qualified and extremely warm staff, thanks to which we overcame all challenges. I owe all of them my gratitude as I thank all our suppliers, who grew in these years together with us. I'm sure that things can only get better. In this new scenario, I'll remain at the helm of the company, covering the same roles and expertise as before. Being part of a big international group lets us play a

leading role on markets all over the world, continuing to invest in quality and innovation, characteristics that have always been part of our DNA."

Metallarte is a company with 20 years of history, certified UNI EN ISO 9001:2000 and OHSAS 18001 on the protection of workers' health and safety. The company's mission is to be among the leaders in Europe in meeting the needs of the recreational vehicle components and equipment market. It seeks to contribute to improving the quality of life in people's spare time by offering constantly new solutions and services. And the company's vision is very ambitious, too: a Metallarte product for every RV in the world. The manufacturing plant, which has recently been reorganized to meet evolving needs and increased production volumes, is centred around a 2700-square-metre building equipped with a

277 kWp photovoltaic system producing 100% green energy. RV-Doors production site is still the original site in Mirano, Venice, with a covered surface area of 1500 square meters, enclosing its production processes, storage, technical and administrative offices, and includes an open surface area of around 2500 sqm.

"I met Jason Lippert during the Düsseldorf show in 2016 and a relationship of great respect and friendship was immediately established, also since we're the same age. I found his manner and approach to business very similar to my own and I thought that we could really make a difference together," says Michele Checcucci. "When he proposed to buy my companies I had no hesitation whatsoever and today I'm even more convinced I made the right choice for the future of my colleagues, my clients, my suppliers and – why not? – also myself."

With its range of complete doors, hatches and other products for the OEM market, Metallarte today is supplier to the principal manufacturers of recreational vehicles: the brands of the French groups Trigano, Sea and Rapido; the Slovenian brand Adria; almost all the Italian brands, Laika above all; Auto Trail in the UK and a few manufacturers in Australia and New Zealand.

"Those who know me know that I've always put myself on the line, and I'll carry on doing it even now that the company no longer belongs to me," concludes Checcucci. "My relationship with clients isn't going to change: I'll answer with the usual e-mail address and keep my mobile on at all times. But now I'm ready, more than before, to take on the new challenges awaiting the Metallarte group and, together with colleagues, suppliers and clients old and new, I can achieve new, exciting goals."

