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New sites for conquering the world's markets

South Bend's new US production site reiterates CAN's desire to have a direct presence in local markets, exploiting their long-standing experience in Europe, as previously implemented with the opening of a site in China.

Words Giorgio Carpi

There's a great deal of enthusiasm at CAN's headquarters: firstly, due to the recent opening of a production site in the USA, in the state of Indiana, and secondly because the company is celebrating its first ten years in the recreational vehicle sector. As always in such cases, it's an opportunity to weigh in on the years that have gone by, analyzing the situation and contemplating whether or not this choice was a timely one. Perhaps we aren't all aware of the fact that CAN first established itself in the nautical sector, where it readily achieved excellent results, becoming a benchmark brand; thereafter, following many years in business, the company decided to attempt expanding in the motorhome sector. CAN's specific line of business, both in the nautical and RV sectors, focuses on kitchen cooking hobs, as well as oven units and sinks. Taking a glance at CAN's product line, it would appear that the switch from one sector to the other was a hands down winner – but has the challenge been won at the market level? We put this question to Lorenzo Bellini, General Manager of CAN. *"From our very beginnings right down to the present, our numbers have been constantly growing:we currently manufacture thousands of units a year for the motorhome sector,"* explains Bellini, *"so we can certainly say we're satisfied.However, it doesn't stop here, and the next challenge lies in making significant forays into the US market, where we've opened a local site. We've invested a great deal in the recreational vehicle sector, and we're now reaping the benefits. Of course, it wasn't all that simple at the start, as other well established compa-*

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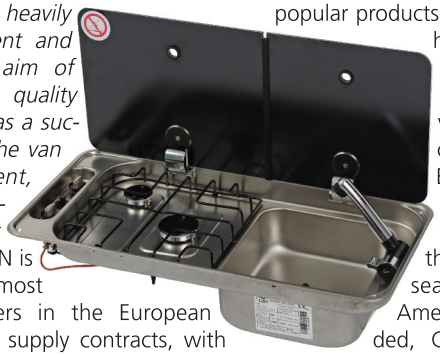
nies were already present in this sector, but several RV manufacturers believed in us. The real leap of quality occurred three years ago when we invested heavily in molds, equipment and design, with the aim of creating innovative, quality products. And it was a success, especially in the van market segment, which has experienced significant growth." Today, CAN is partnered with almost major manufacturers in the European market: the largest supply contracts, with orders of thousands of units, focus on the Trigano group's van sector, although Adria also prevalently makes use of CAN products for its vans. No doubt, the model CFC1343 triangular cooking hob is one of the most popular products in the entire industry. CAN has invested greatly in glass cooking tops, robust burners and elegant, innovative designs. With its presence consolidated on the European scene, the company turned to the great potential of the US market, thus giving rise to their overseas expansion plan. An American subsidiary was founded, CAN Leisure Products US, with a site in South Bend, Indiana, located just a few miles from Elkhart, in order to be strategically situated close to all the major North American manufacturers. *"The CAN production site in South Bend has the capability of meeting significant demand,"* states Lorenzo Bellini, *"and we've already acquired some important orders. Our products are especially dedicated to vans and small to medium sized vehicles, in addition to fifth-wheels and off-road transformations. A customer service line has been established, ' and we've created a special e-commerce website, where professionals can choose and order products. The Louisville trade fair will no doubt serve as an excellent launching pad."* Actually, CAN has already expanded its scope outside of Europe: the site in NINGBO, China, was established to better serve the South East Asian market, encompassing Australia and New Zealand, focusing on both the RV and nautical sectors. *"Our intent was not to create a company in China in order to sell in Europe, as often occurs,"* – continues Lorenzo Bellini, *"but rather a Chinese company capable of serving the local market. A local market that is actually expanding significantly, since it includes all of South East Asia. We have clients in China, Japan and South Korea, as well in New Zealand and Australia. Our Chinese subsidiary therefore makes use of Italian technology and processes, but is deeply rooted in its local territory, as a basis for taking action locally."* CAN's marketing actions are all-encompassing, effectively covering the global scene, and based on a network of productions sites, distributors and local service points. All products are CSA certified, so that they can be sold in the USA and just about anywhere in worldwide. The company is also currently concluding its AGA certification process, with a very important product distribution planned for the near future Australian market.



Company Profile

CAN is the Italian manufacturer of hobs and sinks whose products can be found off the most exclusive coastlines, and in the heart of the wildest landscapes. For over 30 years yacht and leisure vehicles manufacturers have chosen CAN to help realise their kitchen ideas, achieved through close collaboration between the respective designers, with a reliable supply chain and a high product quality standard that is never broken. Many great brands from both the nautical and recreational vehicle markets have found CAN to be an exceptional partner. Authoritative references demonstrate how CAN has, and continues to be successful in bringing the excellence of Italian design to appliances within galleys and recreational vehicle kitchens, helping them to become the most sought after Italian company in the industry, most requested, most popular. With the growth of CAN ever increasing, the objectives of CAN for the future remain, aiming to serve a market in constant evolution and expansion. In 2017, CAN has done huge investments in new "moulds" and machinery giving birth to a new range of innovative products to keep its appliances always updated to the last customers' needs and tendencies. CAN Designers and Researchers have worked in close contact to develop brand new built-in kitchens and innovative cooktops with amazing features.