

Contact with the future

Officially founded in 1978, Nordelettronica is 40 years old: always operating in the supply of electronic equipment to the RV sector, today it looks with interest to the global market, on the firm footing of an internal design department and considerable flexibility in production.

Words and photo Enrico Bona



The entrance to the shielded room with "EMI" receiver

Ever more comfortable, ever smarter, today's motorhomes are characterised by an extensive presence of on-board electronics. Nordelettronica operates within this context: the Italian company has long been found on the list of trusted suppliers for many recreational vehicle manufacturers throughout Europe and is celebrating forty years since its foundation in this exact period. Among its latest creations is a sophisticated control panel, with the option of remote control, a project which is still expanding, the result of three years of work. But let's try to better understand the nature of Nordelettronica: Luciano Rizzioli tells us, founding partner with Emiliano Piovesana.

"We started in the 1970s with a small business in the industrial systems sector. The company was then called Nordelettrica. More than anything, we provided assistance to the factories in the area. One day we got in touch with a small manufacturer of caravans, who proposed that we make some

transformers. Having made our entrance in the sector, albeit rather delicately, we encountered Pierluigi Alinari, a key figure in the Italian caravanning sector. With Alinari we passed from caravans to motorhomes

and started to work in Tuscany, the region which then, as now, was home to the greatest concentration of Italian manufacturers. We got to know one another and they began to appreciate our way of working. Our



little company was growing, evolving, becoming an industrial concern to all intents and purposes. There was also a development in the name and structure of the company: Nordelettronica officially came into being in 1978."

Motorhome electronics

Exactly forty years have passed since then, turnover has increased a great deal and the company has also developed in other sectors, but production for motorhome manufacturers remains Nordelettronica's core business, the principal source of its turnover. It makes



battery chargers for motorhomes, control panels, low-voltage distribution modules, as well as tank level and temperature measurement sensors. A few years ago there was the addition of electrical wiring, both for motorhomes and for other sectors. Outside of the RV sector, Nordelettronica produces wound components for industrial electronics, like switching and power transformers. The production of professional battery chargers for the industrial cleaning sector, the sector of floor cleaning machines, is also seeing continuous development. The structure of the company was updated in 2011. The current new acting partners are Alessandro Chies (director and Italian sales manager), Franco Zille (export sales manager), Gianni Bressan (technical department coordinator) and Maurizio Rizzoli (logistics manager), son of Luciano Rizzoli.

"After the crisis that struck the sector in 2008-2009," explains Alessandro Chies, partner and director of Nordelettronica, "we

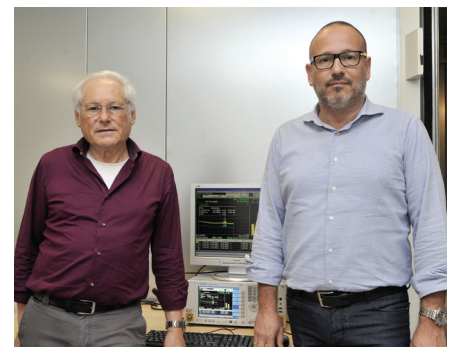
diversified markets, but motorhomes still represent our main area of operations. That's why we decided to boost our presence in the sector through targeted investments for developing new products. The new remote control panel provides an example of how Nordelettronica can develop in the coming years. From 2011 up to now we've practically doubled our turnover, passing from 5.5 to 10.5 million euros. Direct exports represent 30% of our sales, but if it's true that 70% are sold to Italian companies, it's equally true that those same Italian companies export at least half of their output. As we know, Italian motorhome manufacturers have greatly boosted their exports."

Global flexibility

Nordelettronica is constantly increasing operations for European markets like France and Germany, without neglecting Britain. In a not-too-distant future, it will also take on North America. For the time being, there's no desire to establish bases of operations in Australia, New Zealand and China, but the company is watching its clients' exports with interest, supporting them in the creation of specific products. Particular standards need to be observed for certain non-European markets, so specific products need to be produced. But this isn't a problem for Nordelettronica.

Flexibility is one of the company's greatest

strengths: Nordelettronica can make anything in a short space of time, adapting production to the client's requirements. The flexibility derives from the fact that all departments are internal, from the design and research department to production and logistics. There's a technical department, which deals with all phases of development, including product design. All components are managed internally as well: everything is put together and checked in house (we recently obtained ISO 9001 certification), be it hardware or software. In a sector like recreational vehicles, the flexibility that Nordelettronica can offer is certainly a winner.



Luciano Rizzoli and Alessandro Chies

