

# Rigo® the Academy we'd been waiting for all this time!

Hands up those of you who can honestly claim you fully understand the use potentials of Rigo® equipment!

Not so very many. Right?

When developing tools of this kind, one immediately thinks of day to day uses and will tend to neglect their very many other functions, which might actually be equally useful.

This is the reasoning behind Rigo® Academy.

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Rigo® Academy courses intelligently promote spray-painting equipment and explain these items' complementary and transversal uses. This equipment is advantageous because all operators in the chain can benefit from it - and original, in the capable hands of Michele Perfetti, a brilliant, versatile artist who can turn HVLP into markedly eclectic décor solutions!



■ Michele Perfetti (left), architect, master of the art of décor, and Rigo Academy teacher.

Our Academy was designed to bring the full potentials of Rigo® turbines and spray guns to the attention of distributors and users.

The Chairman of the Board of Directors of Rigo®, Riccardo Rigolio, stated, “This is a marketing initiative that we have carefully considered. It's part and parcel of our efforts to evolve and grow.

We launched it as a spontaneous step forward in our efforts to spread the word about our products, also as a corollary to our other promotion projects in this area – fostering the culture of spray painting”.

## High added-value EQUIPMENT

According to Sales Manager Vincenzo Cattaneo, “Rigo® equipment is the outcome of constant studies and development of performance solutions. It depends on our willingness

il piacere di verniciare

Dal 1944

RIGO

**RIGO ACADEMY**

Corso itinerante di formazione, decorazione e verniciatura a spruzzo con i sistemi Rigo Hvp

propedeutico per la certificazione del pittore edile ai sensi della norma UNI1704

RIGO srl  
Via Unità d'Italia, 85  
21057 Olgiate Olona (VA)  
Italy  
www.rigosrl.com

HVLPT #turbinehvp

RIGO®

Via Unità d'Italia 85  
21057 Olgiate Olona (VA)  
Tel. 0331/633281  
Fax 0331/636060  
info.rigo@rigosrl.com  
www.rigosrl.com

COMMERCIAL INFORMATION



to listen to users and to monitor the marketplace and products within our sector.

Our aim is to demonstrate the versatility of these products and their transversal nature, and to ensure that our sales force and distributors will stress these qualities.”

Elisabetta Morelli – the Italy Marketing, Communication and Customers Manager – explains: “The most effective way to systemically achieve this goal was to draw up a schedule for training, information and demonstration, i.e. events targeting selected retailers (these retailers being pointed out to management by our agents).

Our team working in the field has the task of identifying the most suitable distributors for aid in our work. Distributors are to recruit the most deserving operators for courses on original and alternative techniques and application methods”.

■ ■  
**These pages**  
illustrate the  
first days of Rigo  
Academy dedicated  
to agents, to explain  
the potentials of this  
new initiative.



### **The EVIDENT (and very tangible) worth of RIGO® ACADEMY:**

The worth of Rigo® Academy goes far beyond training and information. From the economic angle, our management team has devised a participatory method whereby distributors and users may benefit from discount arrangement and openings for business.

“Distributors attending these courses will concretely benefit economically

as active Academy attendants because the more attendants they bring in, the greater their chances are of collecting the entire sum required for participation. Furthermore, there is a discount on purchases made by a deadline date following the course,” says Vincenzo Cattaneo. “Users will also receive a discount coupon for the purchases they make following participation. In short, a tangible response that will benefit the entire chain that our Academy caters to.”

Elisabetta Morelli adds, “Last but not least, participants will receive a certificate undersigned by the seminar teacher attesting to competence in HVLP system use and valid for the skills qualification examination as per the UNI 11704 standard.” It goes without saying that all agreements are governed by a contract setting forth the arrangements, fully ensuring the explicitly and transparently established terms and conditions.

**MICHELE PERFETTI,  
a brilliantly versatile  
master of the art of décor**

The Rigo® Academy courses are to be held by Michele Perfetti – an architect and master of the art of décor – who has embraced spray painting as a medium.

His experience and skills-base qualify him as an ideal source of knowledge



on, and promoter of, this alternative system for painting.

Michele Perfetti: “I felt close to Rigo® because I love this way of painting, which is most surely appropriate for all products, and which also enables work not only on large and unencumbered surfaces but also on more precious artefacts and complex structures. Refined décor solutions are enabled, with nuanced and contrasting colour work. In short, with

HVLP equipment, the sky's the limit. But you have to know how to use it. This is why I firmly believe in the training course that Rigo® has promoted and developed. I'm definitely in the front line as far as this course is concerned."

"When you use turbines and spray guns correctly, it's more than a question of operational considerations, performance and look. We must also objectively assess our time and cost savings. Correct use of this equipment means optimizing workloads," Michele Perfetti adds.

**Presenting RIGO® ACADEMY**

In July, Rigo® Academy was unveiled for agents. Riccardo Rigolio, Vincenzo Cattaneo and Elisabetta Morelli explained the strategies and objectives behind this initiative. Michele Perfetti then explained the content matter

of the course, which also requires a hands-on demonstration for the benefit of distributors and users.

"As a means of backing up our business activities, this is good," say the agents. "It means we can highlight various features and potentials of Rigo® equipment."

As Riccardo Rigolio puts it, "Our Academy surely represents a turning point not only in terms of corporate 'mood' but also as regards the approach to our equipment adopted by the market in general."

"The world of spray painting has so many possibilities. It enables synergic and economic potentials yet to be explored," says Vincenzo Cattaneo. "Our Academy will contribute to the evolution and development of our market and of this product class in general."

"Yet another Rigo® initiative" concludes Elisabetta Morelli, "pointing to

our existence as a dynamic company, brimming over with projects and ready to take advantage of openings for the entire chain". ■



■ **Rigo® Academy** is a marketing initiative aiming to ensure Rigo's growth and development, and an important means for disseminating information on Rigo products. It's a natural corollary for other promotion projects within the areas in which we are operational.

**Rigo® Academy** is a turning point for us. Not only in terms of corporate 'mood' but also regarding the market in general and its approach to our equipment.

