



**COVER RIGO®**  
MONICA TRABUCCHI

# A firm footing in our past achievements, looking to the present and looking **forward**

“ **Eighty years** in the business is an important **milestone achievement**, a crucial time to take **stock** and look toward the **future for Rigo®**, a company that has much more yet to come. ”

Eighty years have passed since Rigo® started up. A timespan that has seen great leaps forward, reflecting changes in our society. We have seen hardship and economic prosperity, profound revolutions in the world of work, and evident cultural transformations. Over these decades, Rigo® has grown, modified its line of business, experimented with new areas

of action, opened up its activities to the influences of other sectors, broadened out its geographical horizons, and evolved in unison with the stimuli that from time to time have arisen both from within and from without the company's own ambit as such. Although today's Rigo® is a decidedly present-centred concern, it looks also to the future, but in full



**RICCARDO RIGOLIO,**  
RIGO®'S PRESIDENT

“For me, Rigo® has been a permanent feature. It is a family business. The one I grew up into — and a constant attempt to do better and more, committing oneself to understanding what is missing and what needs doing in order to plan and build on. In here is my heart and passion, the opportunity to make a difference, to meet needs, create new markets and bring new projects forward. What I love most is to see the ongoing evolution, to perceive the ability that we have developed to provide answers and make proposals, and turn manufacturing into providing solutions. I have already revolutionized Rigo® four times, reviewing its production flows and business dynamics, rearranging the logistics and studying the most appropriate strategies for this sector, with endless enthusiasm and energy. A company that can change is a company that has an important and well-deserved place in the market, and that is how I see Rigo®.”

awareness of its achievements too. There is no secret about it at all! It's our ability to closely observe our market, and devise tools to work (and harmonise) with contexts.

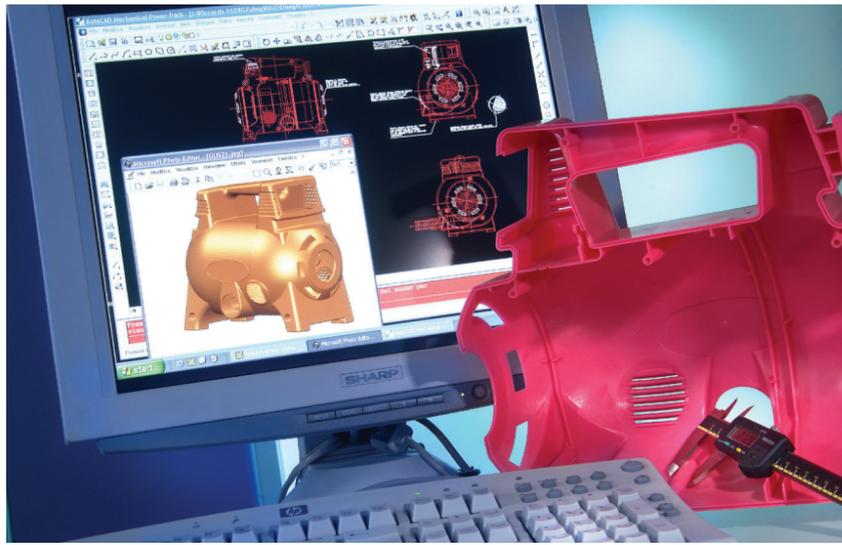
### SHOWCASING Rigo®

If you look at the display cabinet in the meetings room at the company's headquarters in Olgiate Olona, it is clear that the current President's grandfather (also named Riccardo) and his father (Rolando) had already stood by the principle of producing to meet the needs of the market. This was in the case in the 1940s, with the production of hand pumps for lime whitewashing; in the 1950s, with the production of paints and varnishes; in the 1960s, with the introduction of HVLP technology and turbines; in the 1970s, with new professional spray-painting solutions for large surfaces; and in the 1980s, with the production of polyurethane foam guns. Since 1992, with the entry of the

third generation into the company, we've seen a further turning point for Rigo® — from responding to market needs, we shifted to a proactive approach; to studying new solutions for generating added value for supply-chain players, and devising working tools to optimize the everyday life and performance standards of trade users. New turbines, new airbrushes, new highly professional machines therefore began to appear in Rigo®'s repertoire: TMR turbines, the Multi-rigo E-series, the Trolley, the CART Turbina, the new HVLP PRO guns, the new polyurethane foam guns, re-

volutionary accessories to complete and integrate the supply side and steal a march on the marketplace. But there's another thing to consider. When your ability to listen and respond, to use your intuition, and make propositions all come together in Rigo®, then solutions arise... like the Rigo® Sanitary range, which we developed at warp speed to meet sanitation needs during the Covid pandemic. So that's our 'display cabinet' — filled to the brim with solutions, so that consistency and reliability shall always be a Rigo® hallmark quality within the construction sector.

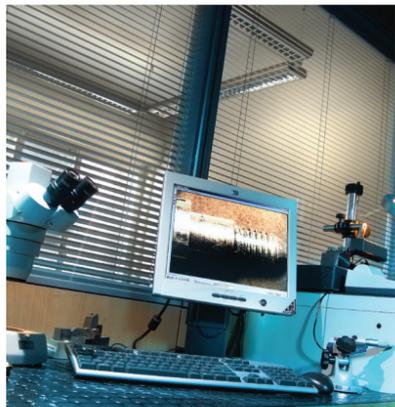




including the Cross-Country Ski World Cup and the five-a-side football championship, Color 5, not to mention our ongoing ColorAid initiative for ethical construction and support for Save The Children efforts on behalf of Ukraine's children.

### Rigo® in the FUTURE

There is so much in store for the future of Rigo®: improvements of existing products – for example, the range of polyurethane foam guns and CART Turbina with the solution of inserting the can of paint directly into the system – , new items such as



### VINCENZO CATTANEO, RIGO®'S GENERAL SALES MANAGER

"Rigo® is the fourth company I've handled during my career: I landed up here in 2011 after previous experience in companies varying in size and lines of business. I can say confidently that Rigo® is a beautiful company, made up of real people as opposed to managerial roles, of real faces and not masks. All this is essential to one's enrichment and personal and professional gratification. The world I work in today has enabled me to express my skills, to develop many relationships, to meet many professionals, to enjoy, i.e. to use – and transmit – all my passion for what I do. At Rigo® I enjoy things. I confess it. I can't help but take my work home with me! Indeed, the resilience of Rigo® has spurred me on as an advocate for constant change and improvement."

### GOVERNING CONSOLIDATION, preparing for GROWTH

Present nationwide, with its Rigo® Points, the company has recently built up a network of qualified stores that operate as official, licensed service points for Rigo® products, and which always stock either the entire or at least a broad range of items, and all spare parts.

This reflects our desire to govern distribution, to get closer and closer to our chain, and boost optimal interactions in practical and relational terms.

Our business strategy is to consolidate relations among company, agents and distributors, to further deep-seated exchanges of informa-

tion and the study of tactics tailored to our stakeholders' needs.

There is another fundamental building block worth mentioning, thanks to which companies gain a position of authority – namely, training to create a sectoral-culture, essential for all operators.

Rigo® therefore created its very own Academy with the necessary formats to meet everyone's needs, by working incessantly on content, timings and the people who are most suitable as transmitters of theory and practice.

We have also been present with tangible demonstrations at trade shows and dealers' open days, working closely with our trusted

professionals.

Team Rigo®, an offshoot of the Rigo® training experience, consists of a team of professional demonstrators whose role is to display and have people personally note the full potentials and value of Rigo® machines: these are experts in the use of the equipment, able to spot new application openings, as well as suggest modifications or opportunities (as only in-depth knowledge permits).

And from here comes collaboration, to the full benefit of a marketplace that finds its latest and most valid expression in podcast courses (listenable on Radio Colore), which means novices and experts can have the comfort of proximity with the

company and professionals who are available at all times.

### GOOD COMMUNICATION, another core feature

For the organic growth of Rigo®, communication activities could not be neglected – curated and coordinated, precise and timely, strategic and engaging.

From our new CART Turbina 'virtual' testimonial – Giulia –, on to the new catalogue – user-friendly, exhaustive and clarifying – plus our constantly upgraded social-media policy.

From info appearing in the trade press to a widely circulated brochures, leaflets, plus useful gadgets and informative films.

Technical (but not boring!) language, expressive paradigms that are familiar to us all (but not trivial!). We believe telling and recounting oneself means making oneself understood – and that in itself is no small task!

### Beyond products, the BRAND itself becomes a talking point

Like all companies worthy of this name, having consolidated its design and produce credentials, Rigo®

### ELISABETTA MORELLI, RIGO®'S COMMUNICATION MANAGER

"It would be saying rather too little to call this a company that I have worked for for more than 30 years. Because it is more than that. It is a group of people who have always been by my side at key moments in my life. I have grown together with this company, not only professionally but also personally. Rigo® has been able to offer me various career opening, always allowing me to learn and change, to improve and better myself. I have often left the someone 'who I was' to become the someone 'who will' – the someone who steps in and serves a cause she truly believes in. In Rigo®, personal goals are corporate goals as a whole. It's not just doing our best but also focussing on new horizons relentlessly, for the benefit of us all. That's why – although merely as an employee – I can still say 'us' and 'we' and doing 'our' best."

began to deal with its brand identity and the need to make itself known and be acknowledged as a provider of answers and propositions, and of value.

It has therefore participated in key trade fairs such as FAF, in Germany, FEL and the Hardware Forum, in Italy.

Also via cultural, sporting and charitable initiatives that link its name to events such as artColorBike in the context of the Fuorisalone in Milan and in collaboration with the Brera Art School, and with designers like Andrea Castrignano, creative people such as Riccardo Sivelli and Gian Luigi Delpin, with conferences such as those held under the aegis of ColorDay, and with sponsorships

Slim, the modular version of the trolley-turbine system, the new turbines and gun, and new commercial strategies for supply-chain optimization. Rigo®'s box of tricks is full of projects, old and new, ideas kept on standby for the most opportune time and situation to then 'dust them down', develop them and contribute to the growth of a sector and its operator. ■