



# Rigo®: the importance OF TERRITORIAL WORK

COMMERCIAL INFORMATION

How important is it for a company to organise or take part in Open Days? Very important indeed! Rigo® is fully aware of this!

“Territorial work is crucial for all companies, for three fundamental reasons, explains Vincenzo Cattaneo, the sales director at Rigo®. “Firstly, we can directly provide an account of the company and its activities, at a dedicated venue where we all meet up to gather exhaustive, in-depth information about products and people”.

“Secondly, we can consolidate relations with our customer base, most importantly, within their ambit of operations. Careful observation during such activities will provide much information and indications that are of use to us in developing products and formulating marketing objectives.

**Thanks to the three successful Open Days and its territorial work, Rigo®'s fame has been consolidated and its machines and equipment are now more widely appreciated than ever.**

MONICA TRABUCCHI

“In the third place, we must look to the purely relational and promotional aspects. Companies are made up

of people. Meeting people face to face will foster interaction and a favourable environment. These aspects can't be quantified. However, a gauge does exist, namely market awareness and customer satisfaction”. Riccardo Rigolio - our managing director - adds, “Rigo® believes in the worth of Open Days.

Our objectives include precisely increasing our function as a point of reference for operators within the sector, who are aware that they can rely on a firm known for the quality of its products and its ability to fully respond to the needs and highlights of the moment”.







### COLOR SERVICE OPEN DAY - PESCONTINA (VR)

Organised together with the agent, Claudio Oberfringer, the Color Service Open Day took place in the well-appointed sales outlet at Pescantina, in the province of Verona. This is a trade distributor outlet located on an industrial estate in a suburban district near Verona, with a display area of more than 200 sq. m., and a warehouse of about 400 sq. m.

The customers are all tradespeople. Most are carpenters, furniture manufacturers and house painters. The assortment includes top-ranking brands and various continuous-use tinting machines. Boating sector products are also to be found here.

"Together with Luca Conati, the proprietor of Color Service, we conducted spraying trials with the TMR90 turbine, the MBA gun and the TMR180, removed from the Cart Turbine. A water-borne topcoat (Sigma Coatings) and a thixotropic paint for wood (ICA) were applied with excellent results", according to Vincenzo Cattaneo, who added, "Many reckoned spraying the latter product might prove difficult. However, with the TMR180 turbine and MBA airbrush, the product was very easy to spray indeed, despite the fact that it was not diluted.

"It was all most satisfactory, and all the product ranges aroused considerable interest, especially the ACT guns and the RDZ-Plus which once more asserted itself as Rigo®'s star feature.

"The talking points and development ideas of professional users (mostly already familiar with, or users of, our products) were of great interest!"



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### COLOR EFFE OPEN DAY - BOLOGNA

Color Effe conducts its business in a shopping centre with a large car park. It was taken over by a partnership of two longstanding Rigo® customers: Cromia, located in Imola, and Rustichelli, located in Lugo di Romagna. The sales outlet is managed by two partners, Umberto and Luca, and a staff of three. The display area covers 300 sq. m., with 400 sq. m. more for the paints storeroom, plus a basement area of 700 sq. m. for plasterboard and material for claddings/facings. The areas provide access for cars and vans.

"Most of the tradespeople with whom we spoke were already familiar with our brand and had a TMR turbine or still had the old 'porcellino' (piglet)", says Vincenzo Cattaneo. "The new RDZ-PLUS prototype on display aroused considerable interest as the only item of equipment capable of spraying anything — even buckshot!"

"During the open day event, Alessandro Bardi, the local Rigo® agent, provided an account of our company's products, and indeed did so with all the professional approach we always expect from him. This entailed many spraying sessions using a variety of paints and a TMR180E with MBA airbrush. Everyone was greatly impressed with the results. "The day also had its 'happy ending', economically speaking, with an order that is most encouraging in view of our desire to consolidate this professional relationship".



### NAPOLITANO GROUP OPEN DAY - VILLARICCA (NA)

A Cart Turbine demonstration event was organised with the agents, Giuseppe Baralla and Cristiano Rispo at the Napolitano centre. The event targeted house painters and local tradespeople. The structure is imposing, the furnishings are sumptuous, the assorted product brands are excellent and, lastly, the positioning within the geographic area is optimal.

"The range of Rigo® products is impressively and extensively displayed", says Vincenzo Cattaneo. "The event attracted tradespeople who came to witness the Cart Turbine spray trials conducted by Maurizio Barban, an expert technician who has been with Rigo® for more than three decades. Everyone was most interested and appreciative. They had a host of questions for Maurizio concerning the technical characteristics of the machine and the adjustments required for work with various products. Everyone said they knew about Rigo® and its equipment because they still have the classic 'porcellino' or had one, or because they're now using one of the current turbines. Availability of our Cart Turbine as an accessory without the turbine was much appreciated, and no one judged the machine expensive. Indeed, many said it was an amazing bargain, given its potentials. Maurizio's advice — on adjustment and on deployment of other Rigo® products already in use locally — was of course priceless. "Let's round off with the news that Vincenzo Napolitano decided to display a CR18K together with all the accessories and an ACT-XXL gun, meaning all limitations concerning application can now be overcome".

