

Rigo® POINTS, attesting to our skills and overall performance



With the Rigo® POINTS project, Rigo® once more asserts its knowledge of the sector and our territory, and a willingness to work synergically with all our supply-chain partners – in the name of skills and overall performance!

ULTIMA ORA!
Here on the side, the first Rigo® POINT, Mastercolor of Villafranca (VR).



Rigo® relentlessly seeks growth and consolidation.

We set great store by the synergic relations that may be created between Rigo® and our distributors – a synergy arising out of shared intentions and goals.

Hence the Rigo® POINTS – i.e. points of sale that are recognised for their territorial outreach.

But we also issue a warning: only the very best candidates will qualify as a Rigo® POINT!

"The purpose of creating a network of Rigo® POINTS is to select stores that validly function as authorised service hubs for Rigo® products and

that stock at all times the entire or at least a broad range of our items, and all spare parts", says **Riccardo Rigolio**, the president of Rigo®.

A declaration of intents that leaves no room for doubt, In the Rigo® business plan there is a will to reach out geographically and to join forces with our supply chain, concretely sharing the benefits of optimal interaction.

Soon, Rigo® POINTS will be local hubs of excellence, in a web of allied sales outlets which act as ambassadors and testimonials for the company.

The secret of the project lies in careful evaluation of the opportunities of proximity to target and a knowledge of marketplaces, the characteristics of which will vary from context to context.

What, specifically, are the opportunities that arise on becoming a Rigo® POINT?

Vincenzo Cattaneo, Rigo® sales director – *The willingness of retailers to get involved is rewarded by particularly favourable supply conditions, by opportunities to preview new models and by close collaboration with our technical staff and demonstrators for training seminars, exclusive presentations and other events.*

A Rigo® POINT has items procured under on-con-



signment terms, and the full range of spare parts (even those normally available only on our company premises).

It's all officialised and branded with a window sticker and a "Rigo® POINT - Authorized Service Centre" display sign.

The crew at a Rigo® POINT receive in-house professional training, so they can become Rigo® service staff and can perform warranty and out-of-warranty repair work matching that provided by the parent company itself.

Elisabetta Morelli, Rigo® marketing and communications – *Rigo® POINTS will also benefit from the continuous availability of Rigo® gadgets and merchandising materials, catalogues, brochures, roll-ups and displays.*

Rigo® POINTS will also have exclusive previews of new products and innovations and will have preferential access to promotional campaigns.

The POINTS will benefit synergistically from the presence locally of a Rigo® demonstrator, boosting sales of equipment, paints, coats and complementary products at the point of sale.

Not least, POINTS will gain visibility via social media as a Rigo® point-of-excellence for prime quality sales and service activities.

So, further to all this, what are the benefits specifically for Rigo® and for the supply chain?

Riccardo Rigolio – clearly, through Rigo® POINTS, qualified assistance and advice can be locally provided, with the advantage of immediate top-quality intervention. Local calls and requests for repair work will be agreed upon and channelled to the nearest Rigo® POINT, reducing down-times for intervention and also the costs of retrieving and reshipping the products in question. And then there is an improvement in the standing of Rigo® and an enhancement of our effectual presence in the field.

Rigo® POINTS will include a "Rigo® Corner" located at the outlet and managed and maintained by the area agent as a venue for displays, promotional campaigns, product demonstration activities, training, and presentations of our latest products.



At all times, these Rigo® POINTS stock all Rigo® items (or, if not all, a broad range) and all spare parts. The Rigo® Corners at all sales outlets shall host display spaces, spaces for promotions, demonstrations, training sessions and presentations of our 'new entries'.