



Full speed ahead, with **verve** and determination!

We may consider an agents' meeting successful if the people attending return to their 'workstations' armed with fresh stimuli, motivation and growing enthusiasm.

If this is what successful meetings look like, then the Rigo® agents' convention was a successful meeting. Held at the close of 2017, it provided an opportunity for the management team to present new products and marketing solutions, while allowing us to bridge-build with the sales force and foster new synergic relations among the agents themselves.

"There was a great deal of enthusiasm among the agents", noted Vincenzo Cattaneo, the sales manager. "Starting right from the following day, we were snowed under with positive feedback as regards not only the meeting but also the new products that we presented".

According to Riccardo Rigolio, the managing director, "The objective was to organise a constructive, proactively orientated meeting, with the focus on the work and the needs of those attending, to create a collective moment of exchange of viewpoints as ideal conditions for everyone in their work".

Italy marketing, communication and customers manager Elisabetta Morelli adds, "Direct exchanges with our people in the field meant we could provide an even more convincing account of what Rigo® is about,



and also what we do to back them up via marketing and communication actions". Following the introductions of the guests and the Rigo staff members who handle the orders, production and sales, and after the presentation of Rigo®'s 'new entries', the 26 agents (from Friuli to Sicily) formed a ring, introduced

■ In these pages, some images of the Rigo convention of last December: a successful meeting that has given new motivations to the agents and reinforced the team spirit.

Successful agents' meetings provide fresh stimuli and motivation, boosting team spirit vital for market success. All this and more... at the **Rigo® convention**



T-BASIC, A SURPRISE NEW ENTRY FOR 2018!

With the T-basic launch, Rigo® offers a top-quality machine driven by the rationales applying to a more hobby-oriented market. T-basic includes a decidedly favourable quality-price relation, and is suitable for rental or for use on the part of non-expert operators. Turbine HVLP T-basic 500W is an item that won't go unnoticed, since it combines all the professional qualities of Rigo® products with the simplicity, reliability and concreteness that hobbyists need.

T-basic is user-friendly. Just add the paint to the tank! It's reliable. There's nothing that'll break and nothing to be adjusted that you might then adjust wrongly! It's concrete in that it comes with a metal airbrush and a translucent upper tank, so you can always see how much of the spray product is there during use.

T-basic's components are 100% Italian. Its sturdy motor features a two-stage bypass. T-basic features a shoulder strap and a soft 1.5 m Flex connection. It can be used with the entire range of Rigo® accessories, and also for major, demanding workloads!



cure greater contractual openings". "Our equipment presents high performance ratings. However, if we are to appreciate these items' characteristics, we must also put them through their paces", says Riccardo Rigolio. "Many of our agents agreed, and told us they boosted their sales by bringing Rigo® machines

themselves and discussed at length the company's products and how they work. The atmosphere was ideal for comparing notes on experiences and concerning the topics that emerged, which were analysed. This provided notable array of experiences to be considered for application during our day-to-day work.

The starting point – found to be most valid – was that knowledge of local conditions and the experience of these men might be considered a resource – a resource to be treasured, to ensure even greater success of operations.

A close look at the CONVENTION

"I decided not to project slides to my agents because I think meetings are an important part of our work where needs, opportunities and problems arise that can be analysed or solved much better when the dialogue is direct", says Vincenzo Cattaneo. He adds, "It makes sense to provide data, and to project, but it is also vitally important that we look at the world from a hands-on angle, i.e. the world our agents experience day in day out. Furthermore, the 'new entries' that we presented, such as the T-basic, to cite just one, were devised to complete our range of products and provide our people with opportunities to open new distribution channels and se-



■ "During the convention Rigo® has passed the concept of collective and synergistic work that we wanted to share with our agents – says Vincenzo Cattaneo"



LIST OF MATERIALS PRESENTED AS 'NEW ENTRIES'

- Silver air caps for AXV, capable of optimizing spraying also when using non-professional compressors
- Tray for turbine accessories
- ACT and AXV version L for floors or for use in small spaces. 25-cm nozzle wand
- 25-cm extension with axial spray for KIT07K
- Turbine and/or tank trolley
- Anti-stress section of air tube (to strengthen the turbine coupling, increasing the heat-resistance of the tube).
- New trolley for TSV TLY1K TLY2K
- Plastic upper tank for airbrushes (various capacities and versions with quick coupling and joint).

along with them in their car and showing them at work or even allowing distributors to try them out". "So, if we are to bolster sales and the plus features of our products, we see how vitally important it is to demonstrate, and to hold open days and meetings more and more frequently throughout Italy", says Elisabetta Morelli. "By meeting our agents it becomes clear that these local actions aid their work also in the long run – above all, to create a genuine spray painting culture".

**Boosting
TEAMWORK**

Occasions like this will boost teamwork, enabling people to focus on creating the network in the other half of the playing field.

Indeed, at Rigo®, these developments have come about seamlessly. “We are delighted,” said Vincenzo Cattaneo.

“Clearly, we see how the concept of collective, synergic work has gained currency, which we saw as the right approach for our sales force.

Ours is a market that demands con-

KOMBI, THE SALES FORCE’S FAVOURITE!

Kombi is a machine that was devised and designed starting out from a blank sheet of paper with but one source of inspiration, namely our market experiences – our knowledge of the marketplace and operators’ needs. This equipment was missing, and Rigo® can now say it’s here, it’s Rigo® and it’s on offer.

Flexibility, portability, simplicity and functionality constitute the strengths of Kombi, the very new spraying device launched by Rigo. It can be used with water- and solvent-based products in any number of painting sectors. Kombi is fitted with the electronic turbine, TMR180E, one of the company’s top-of-the-range products. It can also be used separately with ACT-AS and ACT-S airbrushes with a lower and upper tank. Kombi is provided with a number of diffusers, air caps and accessories. The frame, ergonomically designed for comfort, includes padded shoulder-strap and back for backpack type use. It features freewheels for trolley use. We note the capacious tank, the pressurization system and the check valve to ensure constant internal pressure while operational – all strengths making for versatility and high performance ratings!



ging”.

Elisabetta Morelli adds, “The year ahead of us will be a real challenge, for which we shall deploy all our design, industrial, commercial and communication skills. You’ll soon be hearing much more about Rigo®”.



stant presence and concrete collaboration with distributors and users. Our agents are our ambassadors. They must therefore be provided with the means to represent the company optimally, with everything they need to generate valid results”.

According to Riccardo Rigolio, “The working group means we can transmit value – a value that represents the company, and the company’s products and people. We are very proud of our team and are convinced that, with these as our premises, the results will really be most encoura-

