

“Rigo® equipment? so good it sells itself!”

Giardino Colori is a distributor from Piedmont which needs no introduction: Pietro and his children, Gloria and Gabriele, successfully manage three stores - in Ponzone Trivero located in the province of Biella, in Borgomanero located in the province of Novara and in Biella. The stores cover a total of over 4,000 square meters and have been managed for just less than forty years. They are essential points of reference when it comes to purchase by companies, artisans, individuals and professionals.



The Giardino family has always been recognized by the market for its extreme professionalism. This has been confirmed by manufacturers with whom it has close partnerships, by customers who are able to find great products, a great price-quality ratio and excellent service, and even by competitors who acknowledge

“**Color Day, organized by Giardino Colori, enables manufacturers and artisans to meet and learn more about each other’s products and needs. It takes place at the neutral location of one of the most well-known and respected distributors in the sector. Understandably also Rigo® has decided to participate!**”



its management style marked by maximum fairness and qualified expertise. Demonstrating its ability to interpret the needs of the sector, Pietro Giardino has organized Color Day for the last four years. It is an event intended for artisans and companies during which its suppliers are able to offer their products directly, creating a triangulation which is definitely good for business and that enables the consolidation of sales relationships and knowledge.

This year the event took place in February in Borgomanero in the wonderful restaurant Da Paniga, and the guest companies included Rigo®. The latter participated with Cart Turbine and all the equipment that has been increasingly included in the product assortment of stores selling paints and related products.

■ **On the top, from the left, Riccardo Rigolio, Pietro Giardino and Vincenzo Cattaneo, protagonists of the Color Day organised by Giardino Colori.**



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Color Days are events dedicated to manufacturers and artisans during which suppliers directly offer their products. They are suitable for creating operational and sales alliances and achieving very positive results for all industry professionals.



The Rigo® team had a stand which displayed Cart Turbine, guns for polyurethane foam, the new line of LVLV PRO spray guns, turbines, HVLP PRO spray guns and all accessories: an effective showcase for the full range of equipment. And the most enthusiastic testimonial for Rigo® products was the host, Pietro Giardino. "Rigo® researches and creates

products that are so good that they sell themselves: it is enough to show how they work - he said spontaneously. They are immediate and intuitive: it is enough to show their ease of use and excellent performance!"

So Rigo® equipment is welcomed at all its sales outlets...

Pietro Giardino- It's true, Rigo® equipment convinces easily because the pieces are conceived and designed to help artisans do their work and enable professionals to add value to what they do.

Isn't it difficult to explain how turbines and guns work?

Pietro Giardino- Absolutely not:



RIGO® CART TURBINE... THE SUPERSTAR!

This has always been our superstar product: Rigo® Cart Turbine! It is equipped with a stainless steel tank with a capacity of 9 or 18 litres, an easy state-of-the-art opening-closing system ensuring safety and durability and a robust compressor and related control pressure gauge to feed the paint product through different supply tubes. The special state-of-the-art spray gun with an updated concept (air retainer) enables independent air/product adjustment. It also features the powerful and suitable 1800W TMR180E Turbine with electronic and radio-controlled adjustment, intended for the atomization of the product to be applied using the HVLP system.

All of this is placed on an original and practical carriage, made of solid coated steel tubing, endowed with folding handlebars that make for manoeuvres that are easy and manageable. It also has large wheels that facilitate its movement up and down stairs and has a total loadless weight of less than 30 kilograms. Finally, a number of universal electrical sockets with safety switches enable the use of the new Cart Turbine in powering auxiliary equipment such as drills, grinders or mixing systems for paints. Finally, as with all other Rigo® equipment, several versions are available as well as an almost endless array of accessories and spare parts that enable the adaptation of the equipment configuration to each specific work situation.



RIGO: PLANS AND PROSPECTS

"2015 is full of initiatives for Rigo - says Vincenzo Cattaneo, Sales Director of the company - in line with developments in previous years. We're working hard on training: now we are starting to organize workshops and product demonstrations at customer sites. In the long term, we will organize a series of training events at our company where we will supply technical information and knowledge, not only to our customers, but also to industry professionals. Keeping integration in mind, we would also like to involve the manufacturers of paint products. We will implement product rationalization, fully carrying out the industrialization of our production but without losing the winning concept of craftsmanship of customized solutions. A new position has been created at the company - that of a Purchasing and Production Manager- to round out our successful and impressive team. We are now present throughout the Italian territory where our business has started to become more capillary and consolidated and we are also starting to look abroad, to expand our borders and increase new opportunities. On occasions such as Color Day -continues Vincenzo Cattaneo- a clear and strong confirmation is obtained of the validity of our corporate philosophy, namely, choosing to always focus on quality and reliability: these characteristics have been recognized and rewarded by the market".

it's enough to show them in use to demonstrate the ease with which they can be used and the excellent results which can be obtained. Moreover, these pieces have a very good price-quality ratio and are long-lasting, so it is easy for us to have conviction when selling them. Devices such as Cart Turbine really revolutionize the way of working by enabling time-saving, ease of management and consequently more operational opportunities.

How is Rigo® equipment better than that offered by competitors?

Pietro Giardino- I believe that all Rigo® equipment incorporates advanced design contextualized in a company and sales logic that is well-orchestrated and functions effectively.

So your suppliers must have specific characteristics...

Pietro Giardino- They are the same ones that characterize our way of working. First of all, competence is crucial because it enables manufacturers to be validated in the market and allows us distributors to have the safety of quality of what we sell. Professionalism is another essential requirement when you want to work with full

awareness. Then, enthusiasm for their own business is important because it enables the identification of solutions that are always innovative and increasingly in tune with other professionals and with those the products are intended for.

Do events like the one you organize every year have a tangible feedback?

Gloria Giardino- I would say so: each year many of our customers specifically ask us about Color Day! These events are occasions for which special sales offers are designed and they also allow construction technicians to evaluate their purchases in a calm and relaxed setting. There is better and more complete exchange of information and often artisans, having participated at the event, go back to their stores with a better idea of their purchases. We think that, specially in times of crisis, it is important to reinvent ourselves and pursue different ways of offering products and devise new ways of working: Color Day really works!

We also asked Riccardo Rigolio, the CEO of Rigo®, what he thinks about Color Day and what made him decide to participate.



Why does a company decide to participate in an event like that of Giardino Colori?

Riccardo Rigolio- I think that the present economic and social reality is suitable for creating operational and sales alliances and that it is necessary to go beyond simple partnerships and really become attuned to everyone and all industry professionals. Events such as these allow us manufacturers to understand the needs of distributors and their customers by providing the chance to interact directly and acknowledge each specific case, without intermediaries. Also, I think that events like Color Day create new opportunities, in addition to increasing the knowledge about the needs of construction technicians that, perhaps, are not fully perceived at the plant.

Have the needs of a construction technician ever translated to a new benefit offered by your products?



GIARDINO COLORI... A REALLY ADVANCED DISTRIBUTOR!

It was 2006 when Colore & Hobby met Giardino Colori for the first time and Pietro Giardino already had a clear vision of the market nine years ago ... This is how he answered the question "What's the future of your business?" "There is still a lot to do: we are active in the market every day, we know our work and our customers well and this puts us in a position to know how to operate and in which direction! Those who believe that

distribution is impervious to change are mistaken. I believe that retailers are the first ones to perceive changes and most sensitive to them. So the next evolution of Giardino Colori has already been planned in my mind: further improvement in quality geared towards the professional world, paying special attention to the issues at construction sites and the construction industry". Here's a really advanced distributor!

"I believe that all **Rigo®** equipment incorporates advanced **design** contextualized in a company and **sales logic** that is well-orchestrated and functions effectively -says Pietro Giardino-".



Riccardo Rigolio- Yes, it has happened often: by paying attention to and following construction sites, new ideas are born and it is easier to develop products and equipment that are truly helpful and feature high performance. Experience has shown that the collaboration is rewarding and allows the company to get a true picture of the market. I believe that today it is more useful to develop and pursue a strategy rather than just sell and so the manufacturer has to pay attention to those who use and sell its products, to fully understand problems and needs and transform them into operational solutions. ■

