

# Keywords for a **working** company!

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The positive trend at Rigo® is ongoing. After a successful 2019 - thanks to robust productivity performance and project-building potentials - this year should be a promising one for the company. A company with the potential to emerge as a game-changer within the marketplace. Not to mention its new showroom...”

Rigo® has consolidated its standing within the marketplace as a company that formulates and designs its strategies with great care and attention, and one capable of systematically achieving its objectives in line with precise time schedules. Need we be surprised that the 2019 financial statements were positive and reassuring? Or that the prospects for 2020, too, are decidedly encouraging? This positive view of the ‘state of the art’ is undoubtedly due to Rigo®’s products and their merits, managerial vision, the skills base of an increasingly close-knit team, and an ability to fine-tune corporate practices in the light of the needs of a fluid and constantly changing marketplace. So, what have the key players to say about Rigo® 2020? In their own words...

## Vision

“Rigo® has a great opportunity today, that of having a brand identity

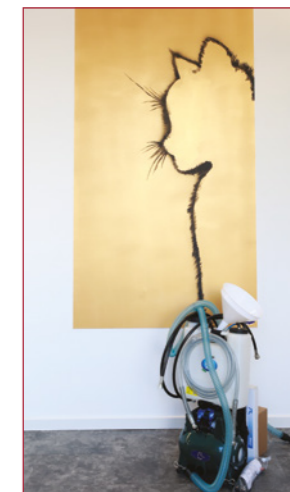


that enables us to stand out as a market player and as a point of reference for all operators in the supply chain”, says the Chairman of the Board of Directors of Rigo®, Riccardo Rigolio. “The company’s authoritativeness and standing - hard-earned but consolidated within our sector - have enabled us to go beyond the design, sale and production aspects (including synergic efficacy). We are now ready to launch a cultural revolution within the world of spray

■ In the photo above, from left to right, the RIGO team during the Rigo Academy showroom inauguration ceremony: Elisabetta Morelli, Ankica Perkovic Ghirardi, Vincenzo Cattaneo, Riccardo Rigolio, Michele Perfetti.

## TURBINES, SPRAY PAINTING, DECORATION AND ART

“Thanks to our systematic approach”, says Michele Perfetti, “we are gradually dismantling the prejudices surrounding the artistic potential of spray painting. artColorBike and Rigo Academy® mean I can even more effectively storytell the potentials of Rigo Hvlp systems for the work of artists and of painters - i.e. of two sets of ‘creatives’ who are similar in nature, but who actually overlap to a rather limited extent: the former grouping is of persons unfamiliar with the products, who have been urged to follow up their creative impulses with considerable freedom; the latter grouping, while they can skilfully handle, and are familiar with, the products, were trained to follow rules when painting and decorating. “I am sure that both these categories will absolutely fall in love with spray painting and its surprising effects - owing to the flexibility and versatility of a medium like this”.



## RIGO ACADEMY®, A FUNDAMENTAL OPPORTUNITY FOR THE SECTOR

“The Academy is a real opportunity for all those who work in this sector”, says Vincenzo Cattaneo, Sales Manager. “This is revolutionary for those of us who are used to using materials and equipment in line with a rigid, systematic approach to the tasks at hand. The academy will provide those attending with a full understanding of the potentials of spray painting. Manufacturers might, for example, discover they need no longer actually create new products but rather create ‘mash-ups’ of new techniques and application logics. Painters can discover alternative and more functional methods, and attain impressive performance ratings while honing their professional skills – with the ‘plus’ of a certificate attesting to expertise as an HVLP system user, contributing to professional qualification (UNI 11704 standard exam passes). For distributors, the sales management team has also come up with a system with registration and discounts with major multiplicative effects”.

■ On this page, the splendid Rigo showroom, home to Rigo Academy, an ideal setting to display the full range of spray painting applications.

painting, leaving preconceived ideas well behind us, cultivating skills, and disseminating practical expertise”.

## Culture

“Rigo Academy®” is “the most contemporary, effective expression of this vision, embodying the direction that this company has chosen, most convincingly reflecting the proven validity and marked versatility of its equipment, all intuitively user-friendly”, says Michele Perfetti, master decorator and architect, and the Art Director of Rigo Academy®. “During the last edition of FEL, in Bari, we had definitive proof of the Academy project’s success, as an initiative perfectly in tune with the times. Our decision to storytell the technical nature of the spray painting process - to demonstrate the versatility and creativity of these products - has paid off. We are now ready to target groups of creatives and artisans”.



## Know how

“The Academy is a milestone along the path from suppliers of products to suppliers of know-how - the format of which will vary, to be agreed upon together with the producers of coatings and paints”, says Sales Manager Vincenzo Cattaneo. “In this process, we start out from a fundamental premise: we are the proprietors of the conceptuality and technique of HVLP painting.

We can disseminate this culture, because we already know ‘know the ropes’. Our training proposal targets an audience of users, producers, wholesalers and distributors. We provide three training levels – and enable growth for operators in an organically consistent manner. Collaboration with manufacturers means we can sustain their efforts to develop products and effects, to study and test new techniques, and



to unleash significant potentials for increased sales. Lastly, it is precisely this know-how that ensures our flexibility and our ability to modulate training, according both to needs and the products to be used”.

**Project-building capacities**

“Rigo® relies on its markedly industrial vocation, hence its reactive and proactive market approach, and its general ‘mood’. Indeed, alongside market sentiment and new needs we take into account changes on the technological and constructive fronts”, says the marketing and communication manager, Elisabetta Morelli. “Our project-building activities have been fine-tuned. We are known for the sensibility with which we react to market stimuli, and for our speedy responses and originality. Rigo Academy® is a groundbreaking idea. It fosters techniques and professional abilities, and goes beyond products as such. Indeed, the reputation of a company cannot be separated from its ability to blend communication and marketing in a balanced manner, thanks to which people get to know us and to appreciate our products and their strong points“.

**Originality**

“Our approach to the market closely mirrors the most significant social and economic drivers at work and the evolution of products. Likewi-

se, we faithfully reflect key trends. In the pipeline is our study and manufacturing work on environment-friendly turbines that are smaller, more functional and more effective, with limited consumption; as well as on more efficient, increasingly ergonomic spray guns (with the accent on ease of use and curbing yet more waste). By implementing every solution that can be useful in this regard, we are also working carefully toward our sustainability goals”, says Riccardo Rigolio. “Our products must maximize functionality but not at the cost of lowering user-friendliness

**THE EXPORT MARKET SITUATION AND RIGO®**

“Our business abroad has already gained recognition for itself and has been appreciated for some time”, Vincenzo Cattaneo observes. “Over the last year, we’ve been working very well in China, for which we have drawn up a truly extensive framework for our orders, and where we are planning a more systematic footing for our presence. “We have significantly improved our positioning in Germany by applying a coordinated and well-concerted export strategy. We are also making great progress in Eastern Europe, especially with our online sales, particularly in Latvia, where new horizons await us. “In Ukraine, we have been contacted by a company that has already distributed Italian products. In February we will take part in a demonstration event, in the context of an Italian group initiative. An event that will have nationwide outreach and see the participation of users and architects”.



and operational intuitiveness. Our originality may also be seen in our ability to use hi-tech instruments to manufacture our goods both creatively and artistically”

**Art**

“Taking part in the artColorBike project was a step in this direction. Thanks to the competence of Michele Perfetti, for the second year running, we will be able to demonstrate how spray painting brings in its wake a conceptual blurring of the distinction between functional technique and creative technique. Today, artists are unaware of the basic notions of spray painting. Through artColorBike they will be learn to appreciate the versatility of this method



of applying colour, and also its marked suitability for use in the world of the arts,” explains Elisabetta Morelli.

**Social**

“While by participating in the artColorBike project, Rigo® wants to demonstrate the potentials of its tools, by participating in ColorAID, this company from Olgiate wants the focus to be, instead, on itself, and on a factor - albeit discreet -of bedrock importance. Sensitive as always to social issues, Rigo® jumped at the chance of renovating the spaces of the Abbey of Mirasole destined for the less fortunate among us, offering its equipment and the skills of its technical staff”, Elisabetta Morelli adds. “A role that we



have confirmed for the fourth year running which, in addition to giving us professional results, affords great satisfaction on a human level too”.

**Showroom**

“The showroom is an extraordinary idea that we have studied and developed to present both the company, Rigo®, and Rigo Academy®”, explains Michele Perfetti who is its artistic director. “A meeting place and breeding ground for ideas to enable the work of presenting, introducing, explaining, seeking involvement, storytelling. In short, a venue where everything comes together, and where all our journeys begin. The philosophy behind it sees this place as a never-unchanging venue

that adjusts itself to varying needs, to be managed on a just-in-time basis. The fruit of an approach as firmly rooted in itself as it is - nonetheless - multi-faceted”. It will be an industrial, variegated, functional art gallery with a visual and sensorial synthesis of various decorative techniques. This original approach foresees not our instruments on display but rather what these instruments allow us to create. Therefore it will not be a ‘catalogue’ of products - strictly speaking -; it constitutes instead a new, attractively shareable approach. In short, a liquid space, an empty box that can be filled up from time to time according to needs”. “The final objective,” concludes Elisabetta Morelli “is the creation of the seat of Rigo Academy with research and development staff capable of fostering the culture, the vivacity or dynamism, and the innovatory capacities displayed by the world of airbrush painting”.

**Interaction**

“All of what we are doing”, says Riccardo Rigolio “tends toward interaction and transversal approaches, for Rigo® and for its products and supply chain players. The company thus transcends the corporate dimension and points to a more comprehensive, complex vision, with positive effects both on the company and on the market”.

**Rigo offers Vision,**  
Culture, Know how,  
Project-building  
capacities, Originality,  
Art, Social, Showroom,  
Export Market,  
Interaction...  
and much,  
much more!



**RIGO® PUBLICATIONS**

“Here is another interesting ‘sneak preview’ of 2020: among the many upcoming projects, we’re thinking of publishing single-theme works dedicated to our activities, inspired by ideas, stimuli and images qualitatively of the first order. It would be our ‘visiting card’ – providing tangible testimony to our ongoing commitment”, affirms Elisabetta Morelli.

