



# A company that never rests on its laurels!



**Rigo® is a company that never rests on its laurels, unceasingly engaged as it is in design and production activities. This is the name behind the best-performing equipment you'll find anywhere in the sector of spray painting and polyurethane foam guns. Its turbines and machinery, and its airbrushes and guns just get better and better. They're more innovative. They've been simplified, and they're provided with a full range of accessories. With them, sector users have the back-up they need when taking on both routine and extraordinary tasks. Rigo® provides high value-added solutions. At the helm of this truly impressive concern – now a key domestic and international player – we find Riccardo Rigolio. The company's production facility is constantly re-equipped and upgraded, also from the efficiency angle, and whenever the opportunity arises it seeks to pinpoint sectoral needs and translate**

■ **Here above, the sale point team:** L-R Monica Longoni, Riccardo Rigolio and Massimo Roveda who, together with Stefano Mazzullo handle this rewarding activity.

them into leading-edge products. How does the marketplace react to all this? We asked Riccardo Rigolio and his staff at the Colorificio Rigo-lio, the old family-run sales outlet – an ongoing success story, thanks to its stock of Rigo® products. We also wanted to hear from Claudio Oberfriniger. Oberfriniger is one of the company's agents, operating in the Trentino Alto Adige, Verona and Vicenza areas. The friends of Colore & Hobby shall hear two testimonial accounts of the medium- and long-term plans for the company itself and related actions. This is what we found out...

**Rigo® AT THE STORE...** Riccardo Rigolio, let's talk to you not as Rigo®'s managing director but as the owner of Co-

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**Rigo® is ready to rise to the challenges of 2017, thanks to the positive feedback it constantly receives from the marketplace and a never-ending flow of new Rigo® products, and more. Let's discover Rigo®'s secret!**





■ In the pictures in these pages, some sights of Colorificio Rigolio, the best showplace for the Rigo machines and equipment.

lorificio Rigolio. Can you tell us how the turbines and airbrushes are impacting the world of distribution? Colorificio Rigolio is our direct outreach into the marketplace. It enables us to concretely monitor how satisfied people really are with our equipment and machines, and to also closely gauge sales trends. By working together with the Colorificio staff and customers, we can more satisfactorily plan our Research and Development activities and obtain direct feedback concerning prototypes or experiments. We can also reliably test new products, thanks to the work of teams of experts who assist us in our constant push toward development and improvement.

Is it important for a specialised paint store to include also equipment like Rigo®'s in its assortment? I think a place that caters to the full range of special painters' needs must stock equipment and machinery, also targeting a customer base that is more refined, demanding and professional. A truly extensive assortment, reflecting an in-depth approach, must also provide for a structured offering of equipment for spraying materials of all kinds, and that includes special or specific materials. Specialisation also means an ability to select goods and provide sectoral operators with what they need to improve their output.

Using equipment and machinery like Rigo®'s will most surely be beneficial to sector operators, while also upgrading their work. Is getting this message across easy or hard? In this sense, is there an adequate culture out there, within your sector? It's an ambit within which information and training must be conducted constantly and in a systematically focussed manner: the concept that we must stress is that with the right equipment, professionals can work faster and in accordance with the highest quality and safety specifications. Using the right equipment also optimises your work, enabling you to concentrate, for example, on finishings and associated activities that may present themselves.

What are the things about Rigo® that please people most and have most appeal? I can try to answer this roughly according to what we hear people say most about our machines. Simplicity is one of the things that people are most surprised at, and user-friendliness doesn't rule out truly excellent outcomes. Then there's versatility, and flexibility. They're machines that will work with, and on, an variety of very different materials. The maintenance and cleaning procedures are easy. The machines are high quality products. They're original, and they're 100% Made in Italy.

Riccardo, we know you as a manager and as a shopkeeper, but there's something else you have to tell us. Right? Something about an important new project that will see the light next year. Do you want to talk about it? We've also been producing chemicals since 1955. After a more or less year's interruption we're taking up production once more of water base paints for mural application, acrylic paints for interiors and exteriors, and colouring agents for paints. We decided this after having improved our formulae – with an eye, as always, on the very highest quality, and the right balance between quality and price. With our products, we also offer our experience in pre- and post-sale problem-solving and customer care.



**...a view FROM THE FIELD!**

**Claudio Oberfriniger, what was it that led you to become an agent for Rigo®?** Above all, the consistency of the company's approach. In its efforts to understand and translate user needs, Rigo®'s great strength is to be found in the company's history. As many as three generations of the Rigolio family have been engaged in spray painting equipment design and production. The family founded and manages a concern for the production of colouring agents and paints, ongoing to this day. The renowned Colorificio Rigolio is a sales outlet of excellence and an authoritative point of reference for the area it serves. The firm's cross-sectoral expertise means all activities undertaken by the Rigolios are the fruit of specialised skills of the first order, both as producers and distributors. The Rigolio name is a sure bet for all concerned. For all customers (whether professionals or normal users) Rigo® means quality, a professional approach, credibility. But there's more to Rigo® than 'just' this. If you have your own sales outlet you really get a 'feel' for what the



**Rigo® is a never resting company: it keeps on designing and manufacturing the most performing and effective equipment for spray painting and 1KPU foam guns applications.**

■ **On the left, Claudio Oberfriniger, a Rigo well known sales agent, operating in Trentino Alto Adige and also responsible for the Verona and Vicenza areas.**

market's looking for: feedback doesn't come more direct or consistent than this! If the people running a business are open-minded enough, they'll readily pick up on the messages filtering through their sector and then translate this feedback into products that are bound to 'make the grade'..

**What do you like about Rigo® equipment and machinery?**

It goes without saying that there are various aspects that I'm impressed with. However, I was immediately struck by how user-friendly these tools are. This means professional painters (but also those of us who are not experts) can do paint jobs of superlative quality.

**Seriously, do you believe sectoral operators really like Rigo® products? And if so how much?**

They love them! Basically because they never break down and there's no need for maintenance. Just make sure your filters and guns are clean! Another point is that they speed the work up considerably.

**FEL provides an opportunity to see Rigo® tools close-up. How difficult is it to explain such high-technology-content products to the marketplace?**

Right. It's sometimes difficult to get people to fully understand just how much they can benefit by using our equipment and machinery, so showing them in action is most surely a great way to explain what they're about. Not to mention sales. FEL will therefore be an excellent occasion for showcasing our 'new entries', but also – and indeed above all – it means people who have never used these items can see how simple they are and the amazing results you can get from them.