



The **Rigo® convention** was a time for work and a time for play! A time to step back and appraise the **positive trend** of this impressively accomplished and versatile company, capable of providing a range of **products** that are as **specific** as they are **successful**.



On 25 September, the management team and the staff at Rigo® arranged a friendly get-together with the company's agents, employees, suppliers, customers and friends. The aim was celebrate the company's first seven decades of activities. Despite the current crisis, and running counter to the practices of many others, Rigo® has redoubled its efforts to develop a new vision, and formulate strategies and projects tailored to the needs of the marketplace and of operators within the sector. We chose the Caffè Teatro at Verghera di Samarate for our convention. This venue is well known for



■ **Rigo® Cart Turbine:** this product was a real star attraction at the convention organised for the company's seventieth birthday. With its run time, multiple functions, safety features, capabilities and time-saving features, all providing optimal results, Cart Turbine is the ideal solution for painters. This product was designed meticulously, right down to the tiniest detail, to deliver optimal performance ratings.

# Working together means **SUCCESS!**

■ **Riccardo Rigolio:** from the third generation of the family at the helm of the company, Riccardo is managing director at Rigo®. "Working together means success, as we have seen from our track record up to the present," he says.



■ **Vincenzo Cattaneo,** sales director at Rigo®, explains, "Rigo® brings to the marketplace its range of products and a team of agents capable of providing the solutions for all sectoral needs".





having hosted major acts, including artists from television's Zelig comedy show. So the meeting wasn't all work and no play!

Work and play, together, at Rigo®, where the focus was on the people who accepted the invitation, and on creating opportunities for the company and others to consolidate contacts and relationships, both on a social and a professional level.

*“Over the last few years, we’ve been focusing on overhauling the company programme to respond to new market needs and exploit all the potentials already present within Rigo®. We’ve rationalized our products and sales*

**Above and below,** two moments during the agents' meeting. Data, statistics, strategies and products were discussed on 25 September.

**Right,** working together means success: the entire Rigo® team!



**Above,** between Mr and Mrs Rigolio, Giovanni Grandi (the company's unbeatable top agent!).

network and we've also optimized the company's strategies and tactics," explained Riccardo Rigolio, managing director at Rigo®, "and the results are here for all to see!"

"Rigo® now takes on the market with a full, rationally organised range of products, which has been skilfully broken down according to typologies and uses, and which is equally skilfully represented by our team of agents. Our agents have been deployed in Italy on the basis of a fully coordinated and organised plan of operations", notes Vincenzo Cattaneo, sales director at Rigo®, who attended the event to present



■ The Rigolio family celebrating the company's first seven decades of activities: from left to right, Laura Rigolio, Sandra Grampa, Rolando Rigolio and Riccardo Rigolio.



■ Deborah Piras, Riccardo's wife.

■ **Right, Rigo®'s** best friends - agents, testers, partners. Here to celebrate the successes of a path breaking company!

Use the QR CODE to access the photogallery dedicated to the awards ceremony.



■ Above and to the right, the aperitifs and dinner organised by Rigo® to celebrate the company's birthday.



his data and statistics.

Whether it's our best sellers such as the turbines and the HVLP PRO and LVLP PRO spray guns or a very recent product, such as our Cart Turbine, the common denominators for all Rigo® products are prime class technical and design features, and solid reliability.

The attendees received updates on their strengths. Much attention was paid to characteristics, optionals and modifications, with an eye on the context of the new sales propositions or offers devised by the company.

While examining the company's machinery together with the Rigo®

Following the aperitifs offered by Rigo®, the time came to reward all the partners and friends who *"contribute on a daily basis to our work"*, as Riccardo Rigolio put it. He handed over a plaque to the company's agents, the tester team, friends and employees.

Riccardo personally and individually thanked those with whom he is in closest contact at work. He praised their *"ability to make the principles of the company their own"* and their *"marked sense of belongingness"*.

The attendees were particularly moved at Riccardo's closing words. Riccardo - who may be seen as the



■ **Above, left**, the ACT-AS HVLP spray gun, with a high-volume, low-pressure delivery system; **right**, the AXV LVLP spray gun, with its low-volume, low-pressure spray system; **below, left**, polyurethane foam guns. Rigo®'s 'ace up its sleeve'.

■ **Below, Rigo®'s dream team:** from left to right, Tina Di Nardo, Claudia Squaiella, Ankica Perkovic Ghirardi and Elisabetta Morelli.



sales force, Angelo Albanese (a Rigo® products user who runs the Giotto company) explained, *"I've been using Rigo® machines for my work for many years, and they've been most satisfactory, in terms both of reliability and of achievable performance ratings"*.



one who shall inherit the responsibilities of the previous generation - pointed to the professional and human qualities of his father, Rolando (Rolando belongs to the second generation at Rigo®): *"I am delighted to say that I have received from my father a passion for my work and a sense of dedicated commitment. They are values that I take considerable pride in"*.

The Rigo® event was rounded off with an excellent dinner and top-class cabaret entertainment.

*"Working together means success"*, Riccardo Rigolio pointed out once more. *"This is why we wanted to*

*individually honour by name all the people who have unstintingly contributed to the company's growth. We're convinced that if we move in the direction we have chosen we shall continue to increase our volume of business and shall continue also to love what we do"*.

The impression clearly emerging from the Rigo® convention points to commitment and team spirit. Things seem to be most definitely looking up for the company - with an added plus. There's enthusiasm and commitment wherever you turn! So... go for it Rigo®! See you again in 2015!