



Endless energy!

“ Responding to a variety of **demands** and of events and contexts, while propagating **the culture of spray-painting** beyond the corporate ambit - these are **Rigo®’s two main drivers for 2021**. But let’s not forget the new products on offer, consolidation of Rigo®’s position, and ongoing enhancement of communication efficacy.



Find out more about
Rigo® Academy:



It has become something of a tradition to meet up with the Rigo® management team to assess the past year and unveil projects for the current year. The energy of this company is apparently inexhaustible! Even in this 2021, we have masses of news for you, and it's a joy to see how Rigo® manages to 'ring the changes' and move on as it tackles marketplace challenges, constantly upgrades, and successfully meets the emerging needs of field operatives! But let's hear from the management team – Riccardo Rigolio, the chairman of the Board of Directors of Rigo®, Vincenzo Cattaneo, commercial director, Michele Giannuzzi Perfetti, Rigo Academy's technical and artistic director, and Elisabetta Morelli, the marketing and communication manager.

Riccardo, how do you judge last year and what steps will you take in 2021?

Riccardo Rigolio- We are most satisfied with last year's balance sheet: we managed to close without a downturn and, above all, we have forecasts for the coming months that are decidedly comforting. Among other things, 2020 saw us on the front line, dealing with the unexpected problem of this pandemic, which we faced up to responsibly, proactively and dynamically, leaping over the hurdles and drawing on our own expertise and resilien-



ce. Our Sanitary Line has been the clearest expression of an industrial system that works and is able to grasp the needs of the context and turn these needs into opportunities. The crowning achievement of all this was the opportunity offered to us by the financial and business newspaper, Il Sole 24 Ore, which published an interview with us, having identi-

■ **Sanitary Line and Rigo Academy** are two of the developments that demonstrate Rigo's ability to respond to contextual needs. They are part of the overall plan of the company.



fied Rigo® as one of the most significant companies in this area.

It was an important moment, because we realised how versatile we can be. We saw the value of our strategies, and the potentials we yet have to concretize.

From the article dedicated to you by Il Sole 24 Ore, two main drivers of Rigo® currently emerge: the ability to react even to unexpected stimuli and a propensity to project outwardly your consolidated skills base. ■ ■ ■ **Elisabetta Morelli-** These are two drivers in a company that is constantly evolving to keep pace with the market scene and with its target supply chains.

Firstly, reacting by re-thinking our production system and management for our supply side; secondly, outreach, enabling us to study new

ways of propagating the culture of spray-painting.

Tell us how you have reconsidered your production strategies and tactics. ■ **Vincenzo Cattaneo-**

Optimization and efficiency have been the two cornerstones on which we have reconsidered the dynamics of production and logistics. Our urge to increase production and diversify our ambits has led us to optimize our products and ranges of products by seeking out customization solutions 'of the second instance', so to speak: creating models that present with characteristics that meet diverse needs, but from the get-go.

By studying all the products and optimizing their shared characteristics, we can have a business economic profile that does not downplay production but rather makes production more readily adaptable.

The Sanitary Line is a case in point. The success we've had tells us we went in the right direction.

Basically, a universal solution as valid opportunity, at least when you have the expertise required to tailor your products to specific needs. ■ ■ ■ **Vincenzo Cattaneo-** Exactly! When we assembled the Sanitary Line we already had everything we needed in-house: efficient machinery, our manufacturing

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RIGO, punto di riferimento nella verniciatura a spruzzo
Azienda familiare alla terza generazione, da 76 anni vanta la produzione di apprezzature per la verniciatura a spruzzo con sistemi HVLP e LVLP e piastre per l'applicazione di schiuma poliuretanica. Da piccola bottega a oggi affermata con 18 addetti, la storia di Rigo è fatta di eccellenza produttiva. Ma le dimensioni sono crescite anche in termini di qualità dei prodotti. Con manutenzione attenta e una lunga tradizione nella produzione di piastre in metallo per l'applicazione poliuretanica, risponde alle esigenze del mercato e supporta il cliente dall'ideazione del progetto al vendita del prodotto, con servizi di packaging personalizzato. Anche nell'emergenza Covid ha continuato a innovare e ad evolversi in assoluto con RIGO SANITARY la linea di verniciatura per uso sanitario. La gamma di verniciatore fumero e senza solventi agli oggetti. Dall'esigenza di dare un supporto nel corretto utilizzo delle sue soluzioni nasce RIGO ACADEMY, il centro di formazione per distributori in Italia e all'estero. Nasce lo scopo di avvicinare i clienti nelle vendite usando al meglio i prodotti ed educare a una nuova cultura innovativa nell'applicazione dei prodotti verniciati. www.rigost.com

system, a variegated or transverse skills base as to products and performance ratings.

The chance to develop a system to meet the new needs created by the pandemic. This was our premise for grafting onto the existing system the new approaches needed to create what was required.

This was possible because our workers and experts were able and were eager to work to this end.

In short, a new mindset, which you then took to the Rigo® Academy. ■ ■ ■ **Riccardo**

Rigolio- We were wondering what experts really need, and we realized that we must create a genuine culture of spray coating in order to ensure that our products and their potentials are fully appreciated.

Our studies have shown there is some push-back when it comes to changing our ways of working.





**For Rigo®
the Academy**
is a system for
fostering the culture
of spray painting and
the skills needed
to use Rigo
machinery.



To challenge our habits, we must present and display new unimagined horizons.
We see Rigo® Academy as selling the skills needed to use our machines.

Michele, tell us about the next step in this new awareness? **Michele Giannuzzi Perfetti-** It's been a step forward for Rigo® Academy, which is diversifying and moving toward the status of a spray-painting culture provider – even 'tailor-made'.

This means that, as well as having a format that has been studied and validated for its objectives, Rigo® Academy can also provide bespoke formats for the various stakeholders. Our courses can be adjusted to the needs of our partners – be they manufacturers, distributors, artisans or designers.

So, is the market ready for more in-depth knowledge of spray-coating systems? **Michele Giannuzzi Perfetti-** Definitely, and the first Home Edition (which took place at our Rigo® Academy headquarters) clearly demonstrated this. It was a course that we prepared for a group of professionals in Rome who had learned about our training actions, which we'd proposed via our social media activities, and who already had experience in the field of spray painting.

We then organized the lessons, taking into account their needs and the contexts in which they operated, in order to tailor the training modules to their expectations.

It was a very satisfying experience for them, but also for us, because the sharing of cultural assets among professionals is essential if we are to

perfect our work.

Spurred on by a need to learn and to get to know each other, we looked into all the potentials of Rigo® machinery. Their satisfaction led them to confirm the specialization course. We're talking about three foremen from a construction company who manage five direct users each, who are used to work at building sites of a certain importance. They needed equipment for certain tasks, but what came out of the encounter with Rigo® was the surprise that they could do much more!

Then there was the experience with users from an industrial coating company. Here, in this case too, the content of the courses was adapted to their needs.

For them, we carried out a study of the materials and manufactured goods on which they work, in order to understand which technique and machinery might fit the bill.

We had as guests operatives from a major interior design studio, of national importance, who were pleased to discover the limitless possibilities of Rigo® equipment also for interior decor tasks.

We also hosted three young artists from the artColorBike project, who used spray paints for their works.

Last but not least, we were able to raise awareness of our systems on the occasion of the ColorAID project - an opportunity to combine ethical construction work with discussion of spray painting among the youngsters and artisans who worked on this project.

Technical collaboration with companies that manufacture decor and coating products continues as planned, which began last year.

Lastly, we are actively in contact with Anvides as part of a major synergic effort to foster the cultural advancement of operatives.

Will 2021 also bring new developments in the products field? ■■■

Vincenzo Cattaneo- Indeed, yes! We are working on a new turbine, and are looking for an even better level of silence with further enhanced performance. We are studying a new generation airbrush, again with simultaneous closure of air and product but with independent regulation of flows, and a completely new look for Rigo®'s original design.

We have perfected a third gun for polyurethane foams to complete our panel of new products in this field.

Riccardo: and we have a surprise■■■

Riccardo Rigolio- Yes, there's a surprise too, which we shall unveil over the course of the year, and which will enable us to boost the spray-coating message big time, with the return of truly impressive models and the launching of three guns that are unique in terms both of their mechanics and their look!

Elisabetta, so many new developments! A real marketing and communication challenge■■■

Elisabetta Morelli- Of course! We will continue our branding strategy, which has allowed us to successfully 'hone' and 'fine-tune'



■ In the photo below, from left to right, the Rigo® team: Elisabetta Morelli, Ankica Perkovic Ghirardi, Vincenzo Cattaneo, Riccardo Rigolio and Michele Perfetti.



our identity.

What with the Il Sole 24 Ore exposure we got, we're already off to a great start, implementing our website and social media, renewing our presence in industry publications, and participating in two projects very close to our hearts: ColorAID, on the ethical front, and artColorBike on the artistic front.

Our communication strategy aims toward an increasingly broad audience, as part of our ambition to become the ambassadors of a spray-coating culture.

We want people to understand its usefulness and flexibility and its transversal nature.

We are currently developing a website dedicated to the Rigo® Academy linked to the main site (but with its own personality), as a showcase for our courses and a source of information and inspiration for users, to

browse the content and approaches that best suit them and their needs. Users can also enrol by filling in the required forms.

Obviously, we shall create and produce all content materials and back-up required to promote and describe our products and activities. ■