

Rigo® 2018

an imperative: consolidate!

Rigo®'s rationale has always been linear, with the accent on efficacy. Within this rationale - and in accordance with the same - short and long-term strategies are drawn up that make room for all the ingredients of corporate success: products development and improvement; study and implementation of markets; rationalizing and optimising production and management cycles; team motivation and involvement; and implementation and enhancement of new methods of marketing and communication. Thanks precisely to this approach, we at Rigo® can look toward 2018 with considerable energy and enthusiasm, while aiming to consolidate the results attained, taking the broad view as we set further goals for the future. Riccardo Rigolio, the managing director, Vincenzo Cattaneo, the sales manager, and Elisabetta Morelli, the Italy marketing, communication and customers manager, see the situation as follows.



■ Riccardo Rigolio.



■ Vincenzo Cattaneo.



When a company has done nothing over the last few years but **increase its business and improve its performances**, how will it plan its activities for the future? It can only consolidate its triumphs!

This is **Rigo®'s imperative for the coming 2018!** And that's just for starters...



Riccardo Rigolio, please tell us about how things went for Rigo® in 2017? Riccardo Rigolio- 2017 was a really great year for Rigo®. At year-end our turnover was 5% higher. Above all, the growth has been organic, involving all production divisions and harmonically drawing in all the marketplaces we have dealings in.

We reviewed our sales force in Italy, consolidated distribution and engaged in continued actions in the fields of training, information and promotion for our equipment.

We have started up or strengthened our presence abroad in Europe, the United States, Russia, Australia and New Zealand.



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As to your objectives, which have you successfully attained?

Riccardo Rigolio- This has been a key year for us, also because we worked hard on the Rigo® team. We dedicated our energies to goal sharing via synergic commitment on the part of all players, to ensure the success of Rigo® – on a daily basis. We optimised various production processes and renovated a number of plant zones. We brought about changes on the tier of know-how and plant layout in order to speed up production, for a more agile approach, thanks to which we can provide storage also for customers for whom this is not possible.

We have broadened out our managerial and administrative resources to include an officer who shall help us also optimise this ambit.

We have worked toward developing new products in order to approach new market niches or to consolidate the ones we already have, and we went back to the drawing board to seek improvements for our successful products, for even better performance ratings!

Vincenzo Cattaneo- From the sales angle, we have relentlessly focussed on agent motivation, so that they

move on from just being people who pick up orders to people who propose solutions. We have entered into new partnerships to reach out to areas outside our current range, and we have perfected a virtuous mechanism of interchange with the sales force for transparent, constructive teamwork.

We focussed greatly on attendance at open days and demonstration events among our Italian distributors in order not only to spread the word as effectively as possible about our products but also to create a culture receptive to HVLP painting.

Elisabetta Morelli- We have implemented traditional communication methods and have successfully proceeded with activities linked to our new site, the newsletters and Facebook. We decided to take part in two projects – Color5, the first five-a-side football competition for artisans, and ColorAid, an ethical building project which, this year, led to renovation of the Casa Arché. These activities enabled us to promote our products while engaging in activities that were enjoyable in themselves and useful to others, all this making for a new way of engaging in communication and marke-



ting actions, for yet greater variegation and involvement.

New developments in 2018 from the products angle?

Riccardo Rigolio- We are engaging in projects regarding new products, and upgrades or accessories for existing products. We aim to facilitate and optimise our users' work by ensuring higher performance ratings.

Vincenzo Cattaneo- Our major launch shall regard a totally newly product – T-basic. T-basic is a turbine to be added to the existing range of turbines. It will set it itself apart by seamlessly combining the specs for professional Rigo® products use with the user-friendliness, reliability and concreteness that hobbyists

T-BASIC, A SURPRISE NEW ENTRY FOR 2018

According to Vincenzo Cattaneo, "A lot of deep thinking went into the idea of the T-basic launch. Rigo® decided to reach out to a different market, a marketplace that features all too many low-quality products with even lower performance ratings! We counted on our authoritativeness as a name when we decided to offer a top-quality machine driven by the rationales applying to a market that's more hobby-oriented than our usual target. T-basic will include a decidedly favourable quality-price relation, and will be suitable for rental or for use on the part of non-expert operators". Turbine HVLP T-basic 500W is an item that won't go unnoticed, since it combines all the professional qualities of Rigo® products with the simplicity, reliability and concreteness that hobbyists need.

T-basic is user-friendly. Just add the paint to the tank! It's reliable. There's nothing that'll break and nothing to be adjusted that you might then adjust wrongly! It's concrete in that it comes with a metal airbrush and a translucent upper tank, so you can always see how much of the spray product is there during use. T-basic's components are 100% Italian. Its sturdy motor features a two-stage bypass. T-basic features a shoulder strap and a soft 1.5.m Flex connection. It can be used with the entire range of Rigo® accessories and can be used also for major, demanding workloads. In other words, the entry-level is a real challenge, since it's great for hobbyists and artisans alike. On that, you have Rigo®'s word of honour!



Left and right, two moments during the Color5 event, with Rigo® as one of the major protagonists. In the photo to the left, Maurizio Barban, an expert technician, and Elisabetta Morelli, Marketing Manager.



meticulously designed and featuring remarkable solutions, such as our inclined connections and specific accessories such as our filters.

We have also come up with a different accessory for the ACT and AXV airbrushes – a halved extension that is lighter, cheaper and more agile, and which shall enable addition of an ACT and AXV XL version to the assortment.

It goes without saying that, also in

KOMBI, A SUPERSTAR PROTAGONIST OF 2017

“Kombi has been an amazingly successful product. The responses of operators in this sector have all been most encouraging”, says Riccardo Rigolio. “The key to the product’s success is that it is a machine that was devised and designed starting out from a blank sheet of paper with but one source of inspiration, namely our market experiences - our knowledge of the marketplace and operators’ needs. This equipment was missing, and Rigo® can now say it’s here, it’s Rigo® and it’s on offer”. Flexibility, portability, simplicity and functionality constitute the strengths of Kombi, the very new spraying device launched by Rigo. It can be used with water- and solvent-based products in any number of painting sectors. Kombi is fitted with the electronic turbine, TMR180E, one of the company’s top-of-the-range products. It can also be used separately with ACT-AS and ACT-S airbrushes with a lower and upper tank. Kombi is provided with a number of diffusers, air caps and accessories. The frame, ergonomically designed for comfort, includes padded shoulder-strap and back for backpack type use. It features freewheels for trolley use. We note the capacious tank, the pressurization system and the check valve to ensure constant internal pressure while operational.



Above, the team of artisans who took part in the ColorAid event... and who were most impressed by Kombi’s performance!

require. This is an entry-level that will potentially open up new markets and broaden out our customer base. The Turbine E series shall include an additional accessory, essential for holding the gun and the diffusers. The tray was designed to be a part of the machine, providing a practical worktop for users. Our standard turbines shall be fitted with SuperFlex tubes. This accessory is most popular because it facilitates work and provides a massive added value! We’re looking to develop an entirely new upper tank for our airbrushes,

“2017 was a really great year for Rigo® says Riccardo Rigolio. “We ended the year with an increased turnover that takes us into two-figure numbers”.

regard to polyurethane guns, we’re planning a new product as well as various improvements for the existing polyurethane guns (e.g. inclusion of rubber handles).

We’re also taking a second look at a number of accessories, such as the trolley – again for a better response to the working demands of our customer base.

Rigo® has always been a brand that people associate with quality and high performance ratings. These are two drivers that are still very much

a part of your strategies ■■■

Riccardo Rigolio- Artisans want quality. Price considerations kick in after that, at least if the technical specifications of the goods on offer actually back the price up. We have always looked at things this way, and this has led us to seek out optimal solutions for operators in this sector. Our research has allowed us to ‘hone’ our goods on an ongoing basis with an eye on the performance ratings of our accessories and machinery. The market looks to us for all this. Because we deliver, it rewards us! Vincenzo Cattaneo- Our constant contacts with the people who sell our products and those who use them means we have a day-to-day ‘hands-on’ appreciation of our products, enabling us to place them on offer appropriately. In itself, this is the best visiting card we could possibly hope for.

Tell us about Rigo®’s marketing and communication activities up to the present and for the future. ■

Elisabetta Morelli- The marketing and communication work we engage in is fully consistent with our production and distribution strategies. Our communication is con-

“Rigo®’s growth has been organic, involving all production divisions and harmonically drawing in all the marketplaces we have dealings in”, says Riccardo Rigolio.

stant and highly articulate, making use of all media. More rapid, timely information systems enable us to back up our distributors, and likewise those users who are regularly in contact with the company, who concretely appreciate the usefulness of this activity. Organising open days and events such as Color5 and ColorAid contribute to bridging the gap between our products and work, on the one hand, and, on the other, the marketplace. This clearly and positively impacts our products in the awareness and use fronts. All in all, within these ambits too, we want to track market developments as these come about, and serve the interests of the users of our products, in full awareness of the worth both of our products and our strategies. Next year, we shall be presenting our products in French, German and Spanish. We shall revamp the newsletter and open a LinkedIn profile, in order to network better both socially and professionally! Last but not least, we shall be boasting the Italcheck mark certifying our company as a “Made in Italy at 100%” concern. This certification shall most surely benefit us not only within the domestic market but also abroad! ■



2017 AGENTS’ MEETING THAT WAS MORE LIKE A GET-TOGETHER AMONG FRIENDS.

“A team. A group. That’s what we like to see ourselves as,” says Elisabetta Morelli. “It wasn’t so much a meeting as a fruitful exchange of ideas and information, for us to grow together”. The Rigo® agents’ meeting took place on 1 December. There was much comparing notes, in an atmosphere of great harmony. There was a great deal to learn as to fresh developments. Much attention was also paid to making sure we all understood how best to project the strengths of our products to the marketplace. “Many of us attempted to spray paint using our Kombi and Cart turbine, for a hands-on personal assessment of the performance ratings of these items!” says Elisabetta Morelli. “There was time for some training too, under Vincenzo Cattaneo, who brilliantly unveiled the many new developments Rigo has in store for us in 2018”. That evening we dined together at the end of an constructively stimulating day. We must do this again!

