



positive overall **outcome** and interesting prospects!



A COMMENT ON THE COVER

"It is not easy to provide an account, via an image, of such wealth of content", says Elisabetta Morelli, Rigo®'s communication manager. For this cover of Colore & Hobby we decided to focus on four elements. The first is the claim, "Con Rigo® non c'è gara... su qualunque superficie" (for all surfaces, there's no competing with Rigo®). We wanted to explain how comprehensive the range is and the high quality of our products. The second point emerges from the phrase, "Il piacere di verniciare" (the pleasure of painting). This is the leitmotif underlying all aspects of our company. We find here our mission: whenever a product is studied and improved, it's done to simplify and improve the tasks of painters. The third aspect is the background image. On a visual plane, our brochures communicate the idea of the adaptability of our products. If they're so very colourful the reason is quite clear. Basically, our business is colours! The fourth element is the 'sistema Rigo® aerografo e turbina' (Rigo® airbrush and turbine system). This is our key 'exhibit'. We see in this system the marked quality of uniqueness, as expressed forcefully on the page and in a manner that the reader – even the most distracted reader! – is bound to take note of".

The process of evolution of Rigo® is ongoing. It shows no sign of slowing down. With its leading-edge design solutions and products, Rigo® occupies an increasingly solid position within the spray painting sector. Rigo® products are markedly customer-oriented and are constantly optimized and upgraded for greater efficiency and functionality.

Riccardo Rigolio, the company's managing director, notes that "From all angles, 2015 has once more been characterised by constant growth.

Nelle foto in queste pagine, alcuni dei prodotti Rigo® di maggiore gradimento. Per l'azienda il 2015 è stato un anno di crescita costante e il 2016 si preannuncia ricco di novità e iniziative destinate a consolidarne il successo.



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Rigo®
assesses the year that has just closed and starts drawing up its strategies and objectives for the coming year 2016: the overall outcome has been positive and the prospects are decidedly interesting!
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We further implemented production with products and solutions that will render the range on offer more fully comprehensive and better suited to the needs of operators. Our agents' network has been completed. Since we are now present throughout Italy, we have greater trade opportunities. We have worked on communication and our image, through, for example, our new site. We analysed the manner in which we present our machines so that our target will more fully understand our products and find them easier to use. In order to come up with targeted, rational solutions, we have focussed on marketing and relations. Indeed, we have been gathering increasing amounts of information on consumers and the marketplace. Lastly, we looked very closely at logistics and company organisation, since everything has to enhance the development stage that



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we are currently going through”. “Our strategy for 2016 is to consolidate our achievements of recent years. Firstly, we want to complete our quality work on the industrial flow – the design stage, production, logistics, traceability, customer care -. Our new programmes mean we shall be increasingly efficient in managing our products throughout their life cycle. “In regard to the machines, one of our new developments is the finalized ‘generation 2’ of airbrushes – a range that is currently very popu-



CT18 CART TURBINA POKER HVLP

lar, and whose performance ratings exceed all expectations, even when compared with the most prestigious among our competitors. For this range, a new look will soon be unveiled. Our backpack turbine shall be optimized, and its configuration shall be more professional. Other new developments shall regard guns,” says Riccardo Rigolio.

“Commercially speaking, we will be working more intensively on creating a culture for our products”, says Vincenzo Cattaneo, Rigo®’s sales manager. “Our agents are already the company’s ambassadors or emissaries, and the focus is on enhancing this role. They must have the knowledge base that is so essential for creating customer needs. Market development is absolutely vital, both from the angle of relations and that of business. Of course, we shall back up our efforts by organising and attending more Open Days, which are an essential instrument for bridge-building with our distributors and artisans. In regard to trade fairs, we confirm that we will attend FEL. In 2016, too, true to its format, FEL shall be a most ‘festive’ and enjoyable occasion! We have decided to return to Farbe, from which we have been absent for some time. We return in order to highlight and underscore the impressive qualities of our products, which are much appreciated abroad. Lastly, we are considering taking part in trade fairs abroad”. ■

