

Rigo®: resolutions for 2019, for the truly promising year ahead of us!

The corporate logic adopted in a consistent and ongoing manner is not new. It was, and is, inspired by Rigo®'s broad-reaching strategic approach, implemented consistently by extemporaneous projects and initiatives, and spurred on by company's ability to constantly monitor the marketplace and market developments. This year, in line with such policies, Rigo® moves forward with new functional products targeting trade users, while reorganising its territorial sales outreach. The company therefore takes part in various events, including trade fairs – in order to ensure

national and international visibility and reputation. It engages in ongoing research and design work with a view to enhancing performance ratings and innovating equipment.

Thanks to its personnel's marked team spirit, the company has been able to work on complementary plans to attain truly impressive results.

Most importantly, we note this despite the difficulties faced by the sector in 2018.

But let's hear the story in the words of Riccardo Rigolio, the managing director; Vincenzo Cattaneo, the sales manager; Elisabetta Morelli, the



RICCARDO RIGOLIO

RIGO® AND THE CROSS-COUNTRY SKI WORLD CUP



On 16 and 17 February, Cogné hosts the nordic-skiing World Cup. This is an internationally oriented sport which interfaces with other events that attract considerable global attention, also in media terms. Rigo® sponsors the event in order to consolidate its image and renown in Italy and abroad, while linking its brand with another broad-reaching project. "This is a strategic decision, which synchronises nicely with our ethical values and communication objectives. As a company, we like to compete transparently, which is what sports are about, and we like the idea of our brand being associated with such internationally prestigious events as this. Indeed, our products are distributed indistinctly, in Italy and abroad", says Elisabetta Morelli. "And don't forget our claim: 'Power and resistance since 1944', beautifully reflected in the power and resistance of a nordic skier, and the power and resistance that's been 'hardwired' into our equipment since 1944!".



Rigo® can look back on 2018 with considerable satisfaction and now comes the new year which looks most promising indeed. All this is due to a corporate strategy that has proved most successful!



Italy marketing, communication and customers manager; Ankica Perkovic Ghirardi, the foreign customers manager; and Andrea Schiaffino, export manager for the German market.

Has 2018 been a good year for Rigo®? Riccardo Rigolio-

We can say, without fear of contradiction, that the year has been most satisfactory. Our growth trend has remained constant over time. We're talking about two-figure growth for the fourth year running. The outcomes of the corporate and sales strategies that we have implemented have been positive, and we can rely on our products' excellent performance ratings.

Vincenzo Cattaneo- Our higher turnover is due to a



ELISABETTA MORELLI

RIGO
 Via Unità d'Italia 85 - C.P. 103
 21057 Olgiate Olona (VA)
 Tel 0331/633281
 Fax 0331/636060
 info.rigo@rigosrl.com
 www.rigosrl.com

COMMERCIAL INFORMATION



rise, within the sector of products for polyurethane foams, and to consolidation of the painting products sector. We have gained new customers abroad, and have enhanced our relations with our new distributors, consolidated in Europe and in the United States and Mexico. Italy has been characterised by a process of stabilisation, and certain areas that display constant growth while, for other areas, we see expansion. The results have been most satisfactory.

There were changes in 2018 in your approach to commercial and marketing activities

Vincenzo Cattaneo- Structurally speaking, our arrangements regarding the sales force have concretised over time, and our approach to the geographic areas in which we are active depends very much on the characteristics of these areas themselves. There are, for example, areas where the most strategically valid approach is to collaborate with a distributor, with people working in a given area with which they are familiar. For other areas, we sought agents with considerable technical expertise. These agents are vitally important when training is to be provided regarding use of our products. Our structure has therefore been modulated and organised not only on the basis of the characteristics of these geographic areas, considered singly, but also according to time-tested (distributional and relational) practices.

There's a fair degree of complexity to all this – but it has paid off. Just look at the results!

Riccardo Rigolio- Our unceasing commitment to our sales force and to those who promote and sell our products consists in creating a team spirit and fostering in these stakeholders an awareness of the spirit driving our company's activities on the fronts of corporate, productive and operational affairs. For example, our decision to attend the FEL trade fair in Bari (this coming October, 24-26th, ed.). This is one way we can build yet more (essential) bridges between Rigo®, our market and the market operators, so that these operators, themselves, come to embody what Rigo® is about.



are about to launch in 2019

Vincenzo Cattaneo- The key protagonist for 2019 must be our accessories container, VPA Kit&Go!

This box for accessories, in shockproof thermoplastic material, was designed as an aid when using any of the Rigo®TMR turbines. It's the perfect solution in that you have at hand all the spare parts you need and accessories such as nozzles, caps, ring nuts, keys and filters, as well as the densimeter and remote control. Our solutions ensure stability and safety while using the airbrush.

Behind each of our products is the work that goes into listening to our market, and a running dialogue with trade users. We aim with our products to facilitate the work of artisans so that

Tell me about the new products that you've launched or



The VPA accessory box Kit&Go!, Made of shock-resistant thermoplastic material, it is perfect to have spare parts and accessories at your fingertips.



they can optimise performance and their use of man hours. VPA Kit&Go! does precisely this. It's so immediate and so functional in its use that one wonders how one could ever have done without it! Apropos VPA Kit&Go!, our new products list comes out in March, with new sales arrangements.

The E series turbines shall be deployed with the professional ACT-S airbrush. Alongside the standard accessories, this package shall also include the VPA Kit&Go! container for accessories. There shall also be a new configuration for the traditional TMR140, TMR80 and TMR55 turbines, which shall be sold with the traditional MRI and MRI-AS airbrushes plus – here too! – the VPA Kit&Go! box. Accessories, airbrushes and other items at your fingertips wherever and whenever you need them...

As to our 2019 new entry products, you will note our professional ACT-L and AXV-L airbrushes (HVLP line

In the picture ■■ at the top on the left the VPA Kit & Go accessory box! Applied to the TMR180E turbine at the top right; and here on the side the professional spray gun ACT-L and AXV-L with fiberglass extension.



and LVLP pro), which shall feature a 25-cm glass-fibre extension.

So, Rigo® designs products for workers ■■■ **Riccardo Rigolio-**

Yes. And this is the vision behind the process of renewal of our spray guns. Actually, we're considering launching a completely new line of products, simplified but with high performance ratings.

The thinking that went into this plan has been decidedly concrete. It also reflects our determination. After all,

over the years we have come to be seen quite clearly as a force to be reckoned with, given our abilities on the technical and design fronts, Furthermore, our familiarity with working contexts has enabled us to design a range of products that cannot fail to impress people in our line of work. Why? Because the range is a compendium of solutions that are creative, sophisticated, and immediate as to use, and also innovative. Given that the design work for each spray gun component is in-house and autonomous, artisans can be absolutely sure of the usefulness of these products, thanks also to the performance ratings, spare parts and cleaning kit, their ergonomic solutions and inclusion of new materials.

What about the foam guns sector? **Riccardo Rigolio-**

We're working on two polyurethane foam guns for canisters with general purpose screw attachment, featuring a new design solution plus technical innovation. We foresee a launch before the year is out. We'll be able to tell you

RIGO® COMMITMENT TO ART AND TO SOCIAL CONCERNS

An instantly recognisable feature of Rigo® as a company is its ability to 'go the extra mile'. Hence the company's participation this year in artColorBike and ColorAID, two projects organised by Radio Colore and Colore & Hobby, whose aim is to enhance corporation communication by linking companies' brands to initiatives with the focus on colour. By means of artColorBike – a project involving artistic work on old bikes – Rigo® reaches out to the art school, Accademia delle Belle Arti, and the Municipality of Milan. ColorAID is a project that Rigo® is working on to renovate the Cherasco day-centre for the disabled in Milan, under the auspices of the Municipality. The aim here is to provide the disabled – and their loved ones – with more attractive, more stimulating spaces.



more about this during the next Colore & Hobby event.

In this sector, too, Rigo® is considering the prospect of radical renewal for this range, so that we can provide a gun that meets the expectations that we associate with products designed and manufactured in Italy, with the right ergonomics, great performance features, and originality.

Vincenzo Cattaneo- Rigo® entered the foam business in 1983, when a foam gun was produced based on a paint gun model. As the years went by, new models were produced, which sell all over the world (above all, in Europe and the United States). We take special pride in the fact that everything is 100% Made in Italy!

I mean right from the drawings on – design, R&D, production, logistics and delivery. All Italian! We have top-class customers, multinationals that produce foam worldwide. While we must be very careful when it comes to product quality, customer care and logistics, our competitiveness abroad depends not just on the intrinsic value of all-Italian products and solutions. The flexibility that we have developed in meeting our customers' needs, and in solving any problems that may arise, has greatly enhanced our competitiveness abroad.

Elisabetta Morelli- I'd like to stress that our products are renowned for their performance, as our customers will confirm – with approval, for example, in the form of certificates attesting to such assessments (Rigo® qualifies as a class A supplier) – by placing us in the optimal-to-excellent bracket.

You'll be at Farbe this year?

Andrea Schiaffino- The idea is to present the key products of these last two years. We aim to really stand out from the crowd. We want to shake up

RIGO® AND THE MARKETS ABROAD

According to Ankica Perkovic Ghirardi, "Our presence in foreign marketplaces requires dedication to study and support, and this in turn requires time and commitment. That said, the results make all this effort most rewarding." She adds, "Each market has its own characteristics. In the United States, for example, policies of establishing partnerships between customers and suppliers is not widely adopted – enduring arrangements based on trust. Constant presence and the ability to be ahead of the curve for emerging needs are what makes the difference. China is a market we're working on with great care. Here, we have found a valid, trustworthy partner/distributor, capable of developing our business prospects. Eastern Europe is another interesting marketplace. Here too, we need the right partners. We're on the lookout for serious partners. Their expertise would reassure us as to the actions to be taken, while ensuring satisfactory sale conditions".

a traditionalist market that we find in Germany by showcasing our most versatile, alternative solutions. We're talking about real added-value. We have frequently developed items that were manufactured thanks to close collaboration with our customer base and we have come up with solutions that are truly unique, and innovative! Hence our credibility and our standing as a totally reliable partner.

Ankica Perkovic Ghirardi- We have studied Germany and its marketplace in depth, relen-



tlessly, and we intend to more fully target this market, which we consider vital for our sector. Our sales figures have been encouraging for the last three years, without exception. This indicates that we've been adopting the right approach.

The two trade fairs that you've decided to attend this year are quite different the one from the other. What do you reckon the added value is for Rigo®, I mean in attending both?

Elisabetta Morelli- The value generated is very high indeed, as regards both options – Farbe and FEL. Farbe is the most important event worldwide for paint products. FEL is an itinerant event, closely tied in with the territory.

Both events underscore Rigo®'s skills in interacting with bigtime players in this sector, on the one hand, and, on the other, with individual artisans. Indeed, Rigo®'s strength lies in its familiarity with the products it develops and also with the marketplace it targets. This means we're excellent interlocutors on all levels and can meet all classes of needs, while never letting up on quality!

Will you engage in teamwork with related companies in 2019 as you have done over the last few years?

Elisabetta Morelli- Absolutely! We have items with top class performance ratings. This means we can explore new openings for our activities, such as decor and the arts.

One of our strengths is enhancing performance, and the quality, reliability and, above all, user-friendliness of our products. Rigo® can establish synergic relations with other market players and share objectives. ■