



COVER RIGO
MONICA TRABUCCHI

Sanitizing with equipment ideal for the purpose

The winning formula behind the Rigo® Sanitary range consists in efforts to place the company's design capabilities and equipment assets at the service of health workers, and to ensure the safety of all, by creating a system capable of effective, flawless application of sanitizing products in private and public spaces. The idea took on concrete form during the most critical days of the lockdown period, leading the Rigo® team to develop a line of machines perfectly designed to spray sanitizing substances. "Creating the Rigo® Sanitary range has been an experience of the utmost significance also from the human angle, telling us what Rigo® is really all about. We were at home when the idea came to us. We all collaborated tirelessly and with enthusiasm to turn the idea into concrete reality in the shortest possible time. Our design experience meant we could take full advantage of the skills and studies of years, and develop a very fine mist application system to ensure maximum effectiveness without damaging substrates and materials. The assortment of products already tested meant we could pinpoint the most suitable solutions for the various spaces and contexts of operations. Thanks to the resilience of our company, we have been able to create this third branch of activity – healthcare – with a dedicated range of products with a planned (and im-

“ With its white body, the Rigo® Sanitary range of products presents with a corporate identity in a class of its own. This range, developed as a response to the health emergency - thanks to teamwork of the very highest order - provides ideal, technologically advanced solutions for all sanitization challenges and tasks. Let's find out more about these products and how they were developed.



plemented) ad hoc commercial and communication strategy". In short, there is now a full catalogue of products opening up new operational horizons for the company based in Olgiate Olona, that intends proactively and effectively to face up to this dramatic moment in Italy's history while exploring a new marketplace. We talked about all this with Riccardo Rigolio, Chairman of the Board of Directors of Rigo®, Vincenzo Cattaneo, the commercial director, Michele Giannuzzi Perfetti, the artistic director, and Elisabetta Morelli, the marketing and communication manager..

■ In the picture above, the Rigo® Sanitary range, perfect and technologically advanced for sanitizing interventions.

How did the Rigo® Sanitary range come about?
Vincenzo Cattaneo- It's not so much a story of products as such, but ra-

■ In the image to the right, from left, Vincenzo Cattaneo, Michele Giannuzzi Perfetti, Riccardo Rigolio.



RIGO® SANITARY: THE RANGE!

S-Basic- premium class entry level; the strengths are user-friendliness reliability and concrete results.
S-PRO e S-PLUS- trade level remote-control electronic-adjustment turbine devices. Top performance ratings and run time for uninterrupted use.

SaniKombi- a 'jack of all trades', top-performing, amazingly multi-functional device, ideal for medium-sized and large surface areas. Flexibility, simplicity and functionality are at the heart of Rigo®'s philosophy.

SaniCart- a versatile, highly reliable device with excellent run time and performance ratings for trade use only, enabling safe, sure use when the surface areas are particularly challenging... and large or even very large.

Spay gun MRS Sani- a top performing quality airbrush product ensuring fine nebulization of the dispensed product.

Spay guns ACT-S Sani e ACT-Sani- these airbrush models are for trade use and are of the very highest order, ensuring full PTFE coating (silver). Ease of use at the cleaning and maintenance stages. Dual, independent adjustment of air and product jet for a very fine mist.

Spay guns ACT-L Sani e ACT-XXL Sani- XXL airbrush with 80-cm wand and L airbrush with 25-cm wand enabling access to the most inaccessible points. Tasks that were otherwise impossible can be taken on thanks to dual, independent adjustment of air and product jet. For use only with SaniKombi and SaniCart.

ther of people, of sacrifice and self-denial. No one pulled back and all of us have given our best. This is the story of a group of colleagues – at a particularly critical moment, with the company locked down, not knowing how the pandemic would pan out

-- who decided not to passively accept events at face value, but instead to actively, indeed proactively, defend their workplace and ensure prospects for the future. We spared neither our working hours nor our energy: interminable working days,



with no Saturdays and Sundays off, and with customers who called or who requested offers. Even at night. It all started because, shortly before the lockdown period, some customers requested a machine to apply cleansing products. We realised we had equipment that was potentially suitable for such a purpose. So, during the forced break we conducted the first test, which was resoundingly successful. It was immediately replicated and confirmed by field trials carried out by sanitation professionals. The Rigo® Sanitary project soon developed very, very rapidly. We pondered over our machinery and equipment. We selected the items whose characteristics, by their very nature, seemed most fit for purpose. Firstly, we modified them, and then re-invented them, until we came up with an entire range specifically designed for sanitation work.

The entire company team engaged in virtuous collaboration, despite the difficulties posed by distances and company closure. Reams and reams of paper were filled with drawings and sketches of equipment, accessories and applications; lists of components were drawn up; assessments were made roughly of what we had already and what would need to be re-done. Many hours were spent teleconferencing, comparing notes on results and planning the next moves. Remote testing was coordinated and performed and the results were va-



lidated... so we rapidly passed from the ideas stage to concrete reality, driven on by sheer enthusiasm!

In mid-March we already had the new line's catalogue, brochures and price list. We were able to reopen the company by way of a derogation granted for the production of sanitary equipment. Basically, in practice, we had created a new branch of business activities. In April and May, we consecrated the success of our idea and doubled the usual turnover. Rigo® Sanitary is now most definitely a force to be reckoned with!

Over and above the successful 'package' - operational and commercial, Rigo® Sanitary also means experimentation... and then comes training and information regarding use of this range ■■■ Michele

Giannuzzi Perfetti- Yes, we put our machines through their paces by testing raw materials and compounds for sanitization among those certified as a presidio medico-chirurgico (medico-surgical material), developing the application methods and features, and drawing up a protocol to ensure impeccable sanitization. This too was an aspect of the job, where to achieve the result that we finally achieved, not only the heart but also mind and know-how are fundamental ingredients.

Indeed, we had no 'arrows' to our 'quiver', or our repertory of experience gained, as to types of products to be used. The official indications that we had were fairly unwieldy, especially at first.

What's more we had to test dangerous substances in order to find the right solution for people to use later – which means correct dosages, concentrations and application systems – entailing original, incessant and even risky study of raw materials of all kinds. However, all this has given us the expertise that underpins the information we provide below.

Technically speaking, the nebulization that our systems ensure makes for optimal application. Our study of products and equipment, and their synergy, is ongoing, opening up fre-

sh vistas of great interest.

A thousand questions await answers, such as, for example, how to explain why alcohol-based products absolutely cannot be sprayed at all. Making sure common sense and observance of practical rules govern correct choice of equipment and solutions for sanitizing.

Heart and mind and know-how therefore play such a vital role, because we became trailblazers in a world unfamiliar to us, where there is absolutely no leeway for mistakes to be made. Without fail, the human aspect is always there, and is at least on a par with technical specifications and exigencies.



RIGO® SANITARY: THE EQUIPMENT YOU NEED FOR ALL USES!

Level 1- do-it-yourself, hobby/home use. Kit made up of an HVLP turbine and basic airbrush. User-friendly, does the job, ideal for home use or for use on small-business premises.

Level 2- trade or advanced hobby. Trade kit made up of an electronic HVLP turbine and airbrush with accessories suitable for trade users.

Level 3- trade, for medium-sized spaces/surface areas. Trade, for medium-sized spaces and surface areas. Multi-function backpack and trolley equipment. Can be used with Aerografo ACT-L Sani and/or Aerografo ACT-XXL Sani (these airbrushes may be ordered separately).

Level 4- trade, for large spaces. Trade, multifunctional for large spaces: featuring product feed from tank with compressor included, plus HVLP system application.

Can be used with Aerografo ACT-L Sani and/or Aerografo ACT-XXL Sani (these airbrushes may be ordered separately).

PLEASE NOTE: Rigo® does not permit use of its machines with products based on alcohol, ethers or other components made up of volatile or highly flammable liquids.





Now that the epidemic emergency has abated somewhat, where does the Rigo® Sanitary line of products go from here? **Riccardo Rigolio-**

The Rigo® Sanitary line has opened up a new market for us. With it, new areas of collaboration, experimentation and study have also opened up, for example, concerning nanotechnology or product synergies. We have activated contacts with new companies and are working on projects leading us in interesting directions. It was therefore important to set up a specific division, in order not to create confusion in the marketplace: our competence and experience – gained over the years – have enabled us to face up to new market challenges with our hallmark know-how and reliability.

There is one aspect that I'd like to mention, though. When Rigo® was being founded, my grandfather Riccardo started out with pumps and systems for disinfection. Today it's a bit like we're returning to our origins: the Rigo® Sanitary range – conceived of as a response to an emergency that has impacted us all, a war as it were – takes us back in time, but it also shows that our company never strays too far from its working context or from the people and situations that require the so-

lutions we can provide. The requirements of a given historical period become the company's own, given our concern over people, and their work and lives.

I take this opportunity to thank the whole Rigo® team, that – together with Vincenzo, Michele and Elisabetta – gave birth to Rigo® Sanitary, and joined me on this adventure. Thanks also to Ankica Perkovic Ghirardi and Francesco Mior, whose passionate, unflagging, constant presence was ensured even when the going was all uphill.

Everyone's contribution was fundamental and their dedication has been truly amazing!

Is the Rigo® Sanitary range also distributed abroad? **Vincenzo Cattaneo-**

A source of pride for us with this range, let me say, is that it is entirely produced in Italy, with Italian materials and know-how.

This shows us that even in one of the darkest moments of our times, we have been able to work to help everyone battling on the front lines. It is with pride, therefore, that we have started up exports, armed with valid products, 100% Made in Italy.

In the paint products market, how have you tackled

sanitization? **Riccardo Rigolio-** All those who already own or distribute our machines and equipment can supplement them with accessories for use also for sanitization tasks. This opening is certainly interesting and many have already had a chance to appreciate this new business opportunity.

As part of the new opportunities that have been opened up for Rigo®, I would remind you that we have activated collaboration work with research laboratories in order to study the possibility of creating paint and sanitizing products to be applied using spray technology.

Communicating all this was no small task ■■■ **Elisabetta**

Morelli- We had to carefully consider what we had to communicate and how, and we had to carefully evaluate how to tackle a sector – the healthcare sector – different from our own.

All this has been – and is – complicated but also stimulating. It is precisely openness to the new that enables constant growth and improvement: a new sector with which to communicate can only generate added value for the company and for its vocational sector.

In addition to our institutional media, social networks were fundamental during this lockdown period because they meant we could to keep in touch with our entire customer base and acquire new buyers, while demonstrating the company's versatility and willingness to reach out.

RIGO® SANITARY: WHEN PRODUCT VALIDITY IS NOT AN OPTIONAL!

The many indisputable added-value strengths of the Rigo® Sanitary range!

- equipment tested in the field by disinfection and sanitization professionals
- capable of optimally dispensing most commercially distributed sanitizing products
- very fine nebulization and optimal performance ratings
- 100% made in Italy
- ideal for offices, workshops, shops and stores, bathrooms and toilets/restrooms, road vehicles, sports facilities, stadiums, gymnasiums, swimming pools, shopping malls, spaces for religious assemblies, schools, and public and private venues of all kinds
- means of transport etc. (thanks to compactness and lightness of equipment)
- low risks for users (who must in any case use PPE where required)
- heated air totally free of oil or condensation
- optimal air volume and pressure at all times
- user-friendly, ideal adjustment of air volumes and quantities of product dispensed
- waste curbed and minimal maintenance
- broad range of accessories available