

M Spray painting and the coming year

As far as we at Rigo® are concerned, our performance during this last year can be summed up fairly easily. Implementation of the company's long-term entrepreneurial and commercial strategy has been ongoing for the last five years. Furthermore, the strategy included specific and concrete intermediate objectives, which have been attained in all cases. The organic nature of the project and its realism have enabled the company to enhance its strengths and roll back its weaknesses. Rigo® can therefore provide a very highly specialised product range for today's marketplace, designed to meet all spray painters' needs. At the convention held last September at the excellent venue of the Caffè Teatro in Samarate, in the province of Varese, for the benefit of agents and partners, Riccardo Rigolio and his team outlined the situation in 2015 and the projects for 2016.

A PLANNED MODULE, function-oriented approach

"Among the positive aspects of our activities we must surely count our planned approach. Everything that we've done and that we do – whether it's studying lines of action, scheduling individual competences, organising and managing production, planning sales activities, or managing relations and communication – is governed by our overall, organic approach. We firmly believe that good work

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At the Rigo® convention, we took stock of our situation today and outlined our projects so as to provide an even clearer, more concrete vision of our corporate strategy that has been capably structured and managed.”

requires a 360° all-embracing vision of our activities”, says Riccardo Rigolio, the managing director at Rigo®. “This principle goes hand in hand with the company's module-orientation. We are convinced that the intermediate steps, which we regularly focus on and which enable attainment of mid-term objectives, in turn enables attainment of long-term objectives. “But we must consider the function-orientation of our strategies, too. Our new solutions and modifications of products and services are all introduced and assessed with an idea of the functionalities, which – for the operators who work with us – aim to create a virtuous circle that is beneficial to us all”.

Concreteness, clarity and EFFICIENCY

According to Rigo® sales director, Vincenzo Cattaneo, “Concreteness as a value underpins the products of Rigo® and their success. Thanks to our constant commitment to territo-



■ Left, Riccardo Rigolio; right: Vincenzo Cattaneo; and below, Elisabetta Morelli". Above, next to the title, "The Rigo® 2015 convention" Below on the facing page "Two views of the new Colorificio Rigolio paint factory"





rial work, we are in a position to understand all the needs of applicators and distributors, so we can then translate these needs into satisfactory products and services. This is perfectly clear to all who work with, and for, our company. We are therefore facilitated in our efforts to create a harmonious context – a context of complementarity, with all of us remaining on the same wavelength. For us, efficiency is an absolute must, and if we're efficient it's only because we have rationalised our production cycles,

warehouses and sales cycles – with the added benefit of consistency throughout the business chain!"

COMMUNICATING, sharing, grouping together

"Rigo® has invested greatly also in communication and relations," says Elisabetta Morelli, the company's communications manager. "We have done this because we firmly believe that creating a network of people around the company can only consolidate it and enhance our successes. We worked long and hard on creating a coordinated image. Much of our focus has been on communication via traditional press and social media. We organised and attended trade fair events and have implemented a constant flow of information. Thanks to these efforts, people are now more aware of our brand and products".

Rigo® in 2016

2016 is going to be a busy year for

us! We'll be at Farbe in Munich. This is the top event worldwide for operators active within the field of paints. "This is yet another objective that we have attained," says Riccardo Rigolio. "Actually, we are already extremely active abroad, but our presence at the sector's top trade fair is an achievement in its own right, so to speak. Our presence at Farbe eloquently attests to our corporate identity as a pathbreaker in terms of products and services". We'll see new products and new solutions there, such as new Kombi, the polyurethane foam gun, Pu-Multi, and Rokit for turbines. As Vincenzo Cattaneo puts it, "Then as now, our strengths lie in our ability to create 'assemblable' products that can be adjusted to meet the various needs targeted, and in our ability to provide opportunities for the market to select the most appropriate solutions". As for communication in 2016, this hinges on two key messages that will focus attention on Rigo®. "The first – "Con Rigo® non c'è gara... su qualunque superficie" (for all surfaces, there's no competing with Rigo®) – is more practical in nature," says Elisabetta Morelli "The second – "I mondi della verniciatura a spruzzo" (the worlds of spray painting) – is more conceptual in nature. They share the characteristic of a profundity and comprehensiveness in the manner in which they narrate the company". ■



BUT LET'S NOT FORGET OUR PAINT FACTORY, THE COLORIFICIO RIGOLIO!

A couple of generations have gone by since the Rigolio family took up the activity of producing paints. These products were sold at three sales points along the route between Milan and Varese. Paint is clearly a key part of what makes Riccardo 'tick'. He therefore decided to inject new life into the establishment in Olgiate Olona by reorganising the goods on offer and the structure of the company. It's his way of announcing to the marketplace that he loves paint. Indeed, when one has such a deep-rooted passion for colour it only follows that one's machines will provide the perfect solution for paint application, accompanied in turn by excellent sales structures!

