

# On the strength of our **SUCCESSES**, we look toward our future with you



■ Rigo's management team: left to right, Vincenzo Cattaneo, sales manager; Rolando Rigolio, chairman; Riccardo Rigolio, managing director.



A company celebrating its seventieth birthday has a great deal to tell us, especially in the light of its contribution to today's sector of paints and varnishes. More importantly, Rigo's advanced, modernized products continue to embody full added value and design expertise - not to mention a vision of the marketplace handed down from father to son over the years.

Indeed, Rigo is currently managed by the third generation of the Rigolio family. The company's founder, Riccardo, handed responsibilities over to his son, Rolando, and then to the other Riccardo - his grandson - who is now the company's managing director and designer

Rigo's development was owing to its ability to tune into marketplace dynamics, and to an intuitive approach which ensured the company a leadership role within its sector - study and design of HVLP (high volume low pressure) spray paint-

“ Rigo celebrates its first seventy years of activity. Rigo can rely not only on the roots which were planted during the company's fruitful past, but also on a vision which will lead the company on to increasingly significant successes. ”

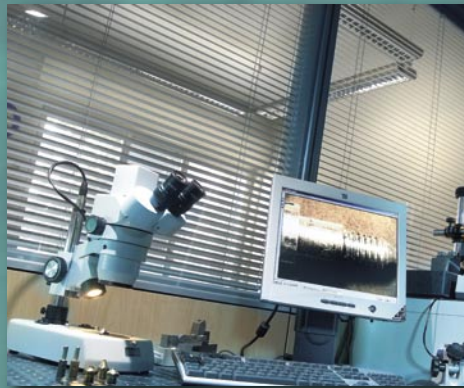
ing systems which are capable of responding optimally to the greater focus on environment and human health/wellbeing concerns, while constantly ensuring maximum performance ratings.

Today's Rigo catalogue presents consumers with an assortment of turbines which will meet all the needs of operators in applying paints, curtain coating and primers for all types of surfaces, including murals. The range of airbrushes completes the HVLP system and enables optimal handling of all densities/viscosities thanks to the channelized flow systems and various nozzle diameters. An assortment of accessories is also available which shall greatly enhance the performance ratings and user-friendliness of Rigo's HVLP system.

This dynamic company's truly excellent health record, seven decades on, would have been inconceivable without the solid foundations laid



■ **Rigo's seventieth birthday:** success, evolution of a company and its contribution to today's sector of paints and varnishes.



vices and accessories of all kinds, and also that the basic engineering underpinning each product greatly facilitated product assembly and enabled specific responses to customer needs as when these needs emerged.

“This enables (and enabled) Rigo to broaden out its customer base while specifically adjusting its products list to fully meet the needs of all markets”.

down by the company's founders themselves, or the well-designed corporate and commercial strategy that Riccardo Rigolio and his father Rolando are currently implementing, together with their key colleagues, Vincenzo Cattaneo, the sales manager, and Elisabetta Morelli, the sales office and logistics manager for Italy.

“In 2012, we conducted in-depth analysis of our activity, and decided the time had come to work toward re-launching our products on a grand scale, and to carefully reorganise the company for the longer term”, says Riccardo Rigolio. “We have set for ourselves ambitious goals such as implementation of the sales network, optimized communication flow, and simplification of management of orders and logistics.

“Hence, at the close of last year, we assessed the progress made and were immensely pleased to note our suc-

cesses! The work doesn't stop here, however. The new year has brought with it new challenges which we intend to tackle in order to consolidate the action undertaken and diversify our lines of business”.

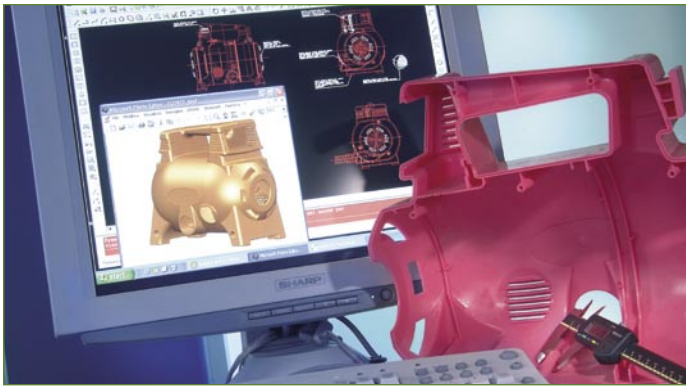
Things are looking pretty good at Rigo. As I speak with my guests, I'm struck by their contagious enthusiasm and their trust in the future. These qualities enable a focus on the company's success-building hallmark qualities - let's look at these strengths with the managers responsible for them!

### **Underpinning it all, design KNOW-HOW**

“Our work commenced and was consolidated thanks to the designing capacities of my grandfather and father,” explains **Riccardo Rigolio**. “When my turn came around, I realised that Rigo's technical know-how had enabled the company to design turbines, spray painting de-

“*Extreme specialisation has in fact brought success to Rigo. Rigo displays an ongoing corporate commitment to creating a true culture of the product.*”





**Creating a culture of the product through SPECIALISATION**

“When we decided to re-launch and strengthen Rigo’s image,” adds **Riccardo Rigolio**, “we concurrently began a careful analysis of the company’s track record and also of the degree of active recall of market players in regard to our products.

“We thus discovered that memories of our older products persisted among operators. This is because, from the very start, these products were carefully and competently designed and constructed, ensuring optimal performance ratings and durability.

“We frequently came across operators who would tell us - even today - about our historic low-pressure compressor, Mini Rigo, or the “maialino” (piglet). We firmly believe that our market leadership position was also owing to our decision to specialise in the HVLP spray painting system. As a result, while we became the trailblazers of the latest trends in regard to environmental sustainability, we also found greater openings for development.

“Furthermore, the sector’s operators soon realised the great advantages of HVLP painting (e.g. the quality of the finish, limited overspray, enhanced transfer efficiency, enhanced end-user satisfaction). This all translates into greater added value

for operators and distributors, who work with products which not only serve their purposes but also ensure quality”.

“The culture of Rigo products is born out of the Rigolios’ passion for what they do. An asset the company can take pride in, explains Rolando.”

**Taking pride in a PASSION for the things we do**

“I was really pleased that people still remember our ‘piglet’, that they talk about it and still use it in sector workshops, because this means we’ve constantly been moving in the right direction, operating with seriousness and honesty on our side. These are aspects that my father taught me, and which I have passed on to my son”, says **Rolando Rigolio**.

“Among the lessons that I’m very pleased I learned and which I’m so glad I was able to pass on, there’s the culture of quality, using top class materials to manufacture machinery and accessories that stand up to the test of time.

“We manufacture and construct our products entirely in Italy. We do not import any of our components just adding to them a Made in Italy sticker. Our products are all 100% Italian. And this too, is something we can be proud of”.

“These strong assertions of principle met with approval within our field of action. For this to occur, we had to reorganise the sales network and redesign territorial activities as a function of solid principles and a new awareness of the problems at hand.”

**A successful COMMERCIAL POLICY**

“Over a period of eight months, we’ve organised a nationwide network in Italy of 31 active, competent agents, carefully selected and motivated, who personally provide first-hand information on our company and its products”, says **Vincenzo Cattaneo**. The Rigo sales network is currently made up of people who represent a success-oriented corporate arrangement. These people bring with them their own personal skills bases and qualities without which they would not be valid local agents. We felt it was important that the people we appoint be fully conversant with the area in which they operate, that they know its ways and even share in its



lifestyle. Put briefly, they must speak the language required to bridge-build between the company and the marketplace. We've rationalised all procedures for incoming order processing and warehouse and logistics management, and we've optimized our delivery times and modes. This has led to a 40% increase in active customers and has enabled access to new contexts and new types of distribution. These results emerge from an in-depth study of the commercial fabric, enabling assessments by means of which we have discovered which products are appropriate for given points of sale, as well as optimal manners of presentation. During the coming year, we hope to provide more support for our agents, including training, so that they become a more integral part of corporate life and so that they acquire more knowledge of the products they represent”.

“Corporate restyling, however, cannot be complete without commitment to service: service is a prime consideration when choosing a supplier. Rigo is aware of this.”

**Serving the market, SERVICES for the MARKET**

“At Rigo, we've also revised the price lists and taken a second look at communication flows, the procedures for processing incoming orders, and logistics. This has undeniably and most evidently enhanced customer satisfaction”, says **Elisabetta**

**Elisabetta Morelli**, Italy sales office and logistics manager.



**Morelli.** “I've been with Rigo for 25 years, and I'm really pleased at the results we have achieved following this reorganisation work! Even before this, the company had it all: top quality products, a high level of specialisation, care and attention paid to products and the marketplace, and a degree of farsightedness when designing high-performance and revolutionary painting solutions. The question was just bringing the elements together into an organic whole and communicating this development to the market. There was also the need to revamp company management and logistics for higher performance ratings. This has been done, and our work now satisfies us even more!”

“Attention to communication has also played an important part in all of this...”

**COMMUNICATING to be where the action is**

“Rigo also decided to reassess all its communication actions specifically

in order to showcase and underscore this process of corporate renewal. This entailed a more rational catalogue, and rationalisation of price lists and brochures, for a more rational, user-friendly approach to product presentation. This will aid consumers in their search for optimal solutions”, **Riccardo Rigo** explains. “This effort also went into the web site, which was fully overhauled and which is constantly updated by means of its newsletter. In 2014 we set up our Facebook page and we are already testing a commercial portal with some of our agents. The function of the portal is to rationalise work processes and maintain high contact mode levels among sector operators. Our communication will also entail constant appearances in sector publications and web sites. This should lead to even greater consolidation of our name, and propagation of the culture of our products”

“In regard to products, we asked our stakeholders what they thought Rigo should do in 2014.”

**Rigo products: care over DETAILS and consumer needs**

“We must make something very clear right from the start. We like to see our suppliers and customers as partners, not just people we do business with commercially. This relationship enables us to pick up on ideas either to broaden out our range of products or arrive at higher performance solutions. Among our ‘new entries’ for 2014 is the TSV, the mobile painting workstation trolley which evolved from the trolley for turbine and accessories with inclusion of a tank for paints/varnishes, thus providing operators with even greater freedom of movement at



work. The polyurethane guns will once more be made available. The company has been producing them at its single Italian plant since 1983. These products transpose know-how from spray painting models and have already been warmly received by the market. The HVLP Turbines CART and HP guns for industrial use, combining Rigo low pressure technology and the high pressure processes of traditional compressors, are owing to the engineering content implicit in our products, as our stakeholders indicate”.

“So, it looks like, on its seventieth birthday, Rigo is well set for further successes over the years. The interview ends on this note. It was indeed a morning spent well, and a pleasant exchange of information!”

**Rigo: VISION and FUTURE**

“Our radar screen is on,” says **Vincenzo Cattaneo**. “We foresee direct participation as a part of our approach to our customers and sup-

Participation, dynamism, design, strategy, human capital... the **elements** characterising **Rigo's philosophy**.



pliers. Only in this manner can business be truly conducted, and only in this manner will be able to provide customers with products tailored to meet their needs!” “Never stop. Never stop learning,” says **Elisabetta Morelli**. “That’s my central premise, and that’s precisely what Rigo is doing now. And you can see the results for yourself!”

“Rigo’s got it all,” says **Riccardo Rigolio**. “Projects, machines, accessories, philosophy, strategy - and now it has the right people too. We’re on the right track, and the facts on the ground confirm this. It’s time now for all of us to move forward!” ■

**RIGO: TIMELINE**

**1944-1947**

- 1 **Riccardo Rigolio** founded the firm as an individual concern, **Rigo®**
- 2 commencement of production of hand pumps for whitewashing
- 3 innovative, revolutionary production of rollers for seamless faux wallpaper effect, and commercial distribution of painting airbrushes

**1948-1950**

market launch of backpack sprayers for disinfection, plastering, painting airbrushes and blow guns (bearing Rigo mark)

**1955**

investment also in chemical products: production of water base paint for mural application, acrylic paint for interiors and exteriors, colouring agents for paints

**1965**

- market launch of the “MiniRigo” HVLP system spray painting turbine
- production of the series of HVLP airbrushes (bearing Rigo mark)

**with coupling to turbine enabled 1972**

- construction of new company premises
- arrival of second-generation management: the company was handed down to Rolando, Riccardo’s son, as an individual concern

**1975**

- completion of the range of turbines, with BabyRigo and MaxiRigo
- development and production of a new painting airbrushes line, guns for blowing and expansion, guns for washing, sanding and silicone coating, guns for soundproofing treatment
- kits of guns and accessories

**1976-1978**

- new series of professional machines for coating large surfaces
- new series of HVLP airbrushes for multi-colour painting and plastic coating

**1983-1989**

- production of guns for application of 1K PU polyurethane foam in cylinders
- RIGO S.r.l., was founded 2002-2004
- production and sale of the new series of TMR turbines
- new HVLP airbrush model: MRI-AS
- improved series of HVLP airbrushes 2011

- production and sale of new Multirigo E series turbines, with remote control
- launch of Nuovo Tubo aria Super Flex, available for all Multirigo 2012 turbines
- optimization of kits of spare parts/modular accessories for all HVLP airbrushes
- eco-sustainable photovoltaic system
- corporate image upgrade 2013
- HVLP turbines carrier cart
- Italy sales network upgrade

