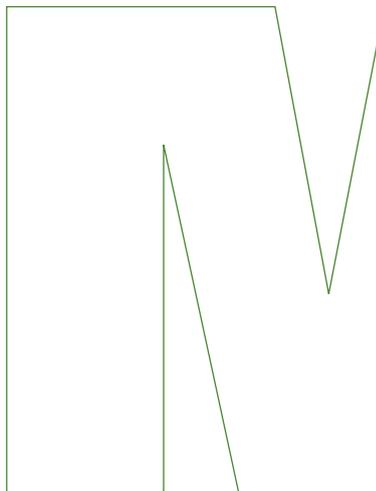




**The Lombardy-based company, Rigo® has closed yet another year with encouraging results and a truly impressive balance sheet!**

Riccardo Rigolio, the managing director at Rigo® is delighted. “In 2016 we completed the structuring work on our sales network and we now cover all areas of the Italian peninsula with our 36 agents. Our outreach of unprecedented”. He adds, “The structuring work has led to a much greater territorial customer base, augmenting both production and turnover”. These results reflect a corporate strategy set forth four years ago with cohesiveness, objecti-



# Rounding off yet another great **Year!**

vity and farsightedness – aiming for the long term.

**Consolidation of the sales network** and fine performance have enabled Rigo® to implement industrial processes to stabilize and diversify production schedules when new products arrive.

Riccardo Rigolio explains, “Optimizing the quality of our articles and of our manufacturing dynamics is a core issue, for our corporate objectives. People acknowledge certain performance characteristics in our products that make us a point of reference for sector operators.



**Rigo®**  
ends 2016  
**boasting**  
excellent  
**performance**  
in business  
and contents.  
Further  
**surprises**  
await us in  
**2017...**



This year has seen the success of the RDZ Plus airbrush, a specialist tool for heavy materials, perfect for applying plastics, fillers, mortar and putty coats. We are also very pleased with the MIL Plus airbrush, which is a specialist tool for dry work and an ideal solution for applying metal flakes, lightweight and dry granulate materials, sound-deadening materials, talcum powder and ground cork”. But the company’s efforts do not end here. In 2016, Rigo® focussed on teamwork with other companies operational in the paint-products chain such as Sikkens Akzo Nobel (on the occa-

both interest and awareness among distributors and artisans, such as Giardino Colori (Novara), Napolitano (Naples), Color Effe (Bologna), Color Service (Verona), GiàColors (Macerata), Edilferramenta Pesca Russo (Latina), Maglianella 80 (Rome), Geocolors (Verona) and ArteCartongesso (Varese). These players acknowledge the leadership position of Rigo® products in the field of spray equipment, turbines and guns for polyurethane foams. “There are various sources from which we draw inspiration for our new products, Our new solutions often derive from other solutions

that we had already fully developed in the past, i.e. ahead-of-the-times projects that we’d backburnered, or projects for which communication had not been fully cohesive”. Riccardo Rigolio adds that “next year we’ll launch a gun for silicone. A piece of equipment with more or less the same target as that of guns for polyurethane foams but with a decidedly broader market outlook. In this case, the operators wanted us to cater also to this ambit, and now we also have this project which harmonizes beautifully with our other projects”. He adds, “Among the new entries for the coming year, we have



sion of the FEL trade fair in Vicenza), Crer (for fine-tuning a specific airbrush for applying resin-based two- and three-component materials), Decoresin, Idealwork, Liwrea and Pinturas Monto. According to Vincenzo Cattaneo, the sales director at Rigo®, “This activity, too, is part of our plans also in 2017. We are convinced that close collaboration with other firms can boost growth while providing articles with a tangible added value aligned perfectly to marketplace needs”.

**The open days and work on territorial outreach** have generated

■ **The photos on these pages**, portray the Rigo team, one of the ingredients of our company’s successes. Our long-term corporate strategy was drawn up 4 years ago. Below, Elisabetta Morelli (l) and Licia Mischiatti (r).



a new eco turbine for a beginners’ target, including non-professionals. This turbine resembles the HVLP spray system. The marketplace itself came up with this idea of a basic product that would facilitate use of, and access to, all the potentials of HVLP spray application”. The range of Rigo® products on offer is practically complete. Indeed, the company owes its success and territorial outreach also to this catalogue. These conclusions point to yet another great project for 2017, i.e. creating a structure for ourselves to implement an organic approach to “conquering” markets abroad. “This

outlook comes out of the work we've done in Italy," says Riccardo Rigolio, "where we've been most successful over a period of just a few years. So we reckoned we should see if we can 'export' this success and look abroad.

We decided to start in the German market because we are convinced this is the most significant market in which we can put ourselves to the test.

Primarily because the Germans are very good. Given their skills in the field of construction sector material and tools, they're a point of reference for the international arena. This

that the Germans generally go for top quality products".

This ambitious long-term project brought a new team member to Rigo® – Licia Mischiatti. Licia and the management team will work together on developing this market.

Riccardo Rigolio comments, "We decided to have the market analysed by a specialist, because, here too, we feel a serious, systematic approach is necessary if we are to ensure the quality and success of our work".

"I immediately felt I fitted in at Rigo®. Their products are decidedly technical in nature.

whole – all customer needs will be met most satisfactorily.

**For a company that is developing** at the pace displayed by Rigo®, communication is more than tactical; it becomes fundamental. In 2016, Elisabetta Morelli, Italian customer service, marketing and communication manager, has painstakingly engaged in creating new instruments (e.g. her work on catalogues and images). She set up the site and has curated our social network activities, displaying a spirit of unflagging commitment to her tasks, and fair play – not to mention



should help us gain an appreciative 'audience' for our high value-added products".

"The German market provides us with an opportunity to immediately fine-tune our strategies. We know that users there are extremely demanding and that the competence of their technical operators is of the first order. If we can take these people on then we can then tackle other markets on the strength of an equally high reputation", says Vincenzo Cattaneo.

"Last but not least, analysis tells us that the wealth represented by Germany's market is considerable and

I was provided with in-depth data. Their strategies are well organised and backed up with appropriate rationales. The people welcomed me. They are professional in their approach. I immediately felt at my ease in this structure and with my mission", said Licia. She will work with Ankica Perkovic Ghirardi. The latter is a manager familiar to the marketplace, engaging with the foreign customer base.

Ankica manages logistics and customer service at Rigo®. Her multi-year experience and competence are a guarantee that – with the backing also of the excellent Rigo team as a

her DEM work and ad hoc communication for all sector operators. "In the coming year we're thinking about opening an Instagram account and doing more with our newsletters for even closer relations with our customers and in order to find others.

We'll continue to communicate via the sector's various organs and we'll organise open days at our distributors' venues.

"Basically – thanks to our coordinated, unceasing efforts – we've acquired a competitive edge. We intend to continue along this path". ■