

A dynamic outlet a real strenght

In 1944, Colorificio Rigolio, a distributor and leading concern in the Olgiate Olona and Varese area in Lombardy - was founded thanks to the entrepreneurial spirit of the Rigolio family. Colorificio Rigolio's history is inextricably linked to the history of the other activity taken on by this family, namely designing and manufacturing Rigo® spray-painting equipment. Over the years, the sales outlet experienced first-hand the various ups-and-downs, commercial fortunes and dramatic changes occurring within the paints sector. It accordingly aligned its approach and identity to the customer base and to local trends. Today's Colorificio Rigolio is a constantly evolving sales outlet whose great strengths consist in the expertise of the proprietor, Riccardo Rigolio, the competence and skills of his three colleagues, Monica Longoni, Massimo Roveda and Stefano Marzullo, and their careful analysis of the products included in their assortment, distribution dynamics and the demands of the private individuals and professionals who come here. The paint outlet/factory is a dual entity. On the one hand, it boasts a longstanding affinity with the world of fine arts, thanks to which the range of products on offer is not only vast but also complete in all its parts. On the other, a longstanding familiarity with products for tradespeople painters, to ensure perfect paints and



The **Colorificio Rigolio** outlet is a **dynamic market player.**

The shop understands marketplace needs which it then translates into an unfailingly consistent supply-side, made up of always **top-quality** products (thanks indeed the truly professional approach of its salespeople!).

results, together with advice and recommendations on how to best use these products.

Riccardo Rigolio, you said earlier that the changes at Colorificio never stop. ■ ■ ■ **Riccardo Rigolio-** Exactly! If we are to understand precisely which products are required and how to do our assortments, I think it's fundamental that we listen to the messages coming in from the marketplace and customers. This is why, after just a couple of years, we decided to revamp the layout of our outlet. Initially, the two sections – for fine arts on the one hand and, on the other, painting items for tradespeople – were strictly separate. We now want to break down that line of separation and let one segment merge more

■ **Riccardo Rigolio and his team:** Monica Longoni – meticulous approach, total dedication to managing the fine arts division –; Massimo Roveda – managing the paint products sector, considerable care, attention skill –; and Stefano Marzullo – Stefano is Massimo's indispensable right-hand man, also handling the outlet's computerization, communication and social network activities–.



with the other. Our decision was based on today's distribution-sector rationales whereby customers see in the displays not only what they need but also a flow of suggestions concerning emerging or perhaps upcoming needs. So you might drop in to pick up some fine arts items, but you may well think of your home and that painting job that needs doing too. Colorificio Rigolio has all the solutions!

What you're talking about is a shop that's more explicit and more into explaining what's on it's shelves ■■■ Riccardo Rigolio-

Right! Like Rigo, we have a great deal in the way of assortment, and we're looking to extend the range of products on offer, extending our painting-products section by adding more for tradespeople and complementing certain ranges. We want also to further diversify the fine arts section with an eye on greater specialisation. This must all be up-front. Customers must be able to appreciate such items, concretely, first-hand. When they come to the shop, they must see their visit as something special, an occasion during which for all their ideas, the solutions are waiting for them right here!

I think distributors should find that midway point between their own commercial aims and the needs expressed by their customer base. So, you can never actually say 'OK, I got it'. Looking to the long term

means an ability to reconsider some of the precepts one works by.

Tell me instead about the parameters that remain untouched when you run an outlet.

Riccardo Rigolio- First and foremost, the quality of our goods. All our suppliers provide quality, because where the real market difference lies is between quality products and shoddy products. Quality brings with it a satisfied customer, and the right kind of word-of-mouth without which shops cannot operate as successful concerns. Then there's the question of your sales staff, their willingness

to help and their know-how. My colleagues are a major asset in this sense. They're experts. They know the ropes, and they're keenly interested in what they do. Attention to detail is vital. We constantly and carefully change our displays. We effectively underscore our focuses. Our communication actions look to even the minor kinds of details that blend the purchase with positive experiences. Then there's the question of being able to listen to others. In fact, only by listening can one find the answers to people's questions (whether they say it in so many words or whether, instead, the question is implicit).

KOMBI, TAKING PAINTING TO THE NEXT LEVEL!



KOMBI, bringing together two bestsellers, is an unrivalled 'new entry' solution for painting. It combines truly impressive performance ratings with peerless multi-purpose functioning. KOMBI can spray anything you like! Flexible, portable, user-friendly and functional – KOMBI embodies the core values of the Rigo® philosophy. KOMBI can be used with water- or solvent-based products. It has a 1800w TMR180E turbine with radio control and the leading-edge ACT airbrush, with accessories. It features a 12-litre tank with filters; 2 product tubes of a length of 3 metres (for water- and solvents-borne paint, 3-metre air tube, ergonomic frame, freewheels for trolley use, padded shoulder-strap and back for backpack type use; tank pressurization system with check valve, large-diameter product tubes with safe screw connection; compact and sturdy. More than two metres of guaranteed minimum head. Turnkey (i.e. ready to use) solution.



Talking about quality: your supplier partner has always been Rigo® ■■■ **Stefano Marzullo**- Yes, invariably, because Rigo® provides exactly what we want from our suppliers, i.e. quality products, efficient services, an assortment to meet all needs and a work cycle for the company that provides all the assurances that anyone who buys and uses Rigo® products will ever need.

Tell me about your customers. Describe your ideal customer. **Riccardo Rigolio**- We have private individuals and tradespeople. Our ranges are tailored to the needs of each. Both groups tend to seek out quality, the right price, services they can rely on, and capable staff.

Monica Longoni, tell me about the distinctive features of Colorificio Rigolio, in terms of the assortments in the fine arts and DIY sectors. **Monica Longoni**- The fine arts products are of great interest. People who need fine arts products, whether as professional artists or as amateurs, want something that will do much more than just the project. It must enable artistic expression and creativity too. So, when we look at our assortments we must always remember that a good oil paint, or punch or die, must absolutely 'go the extra mile'. So we must be competent in what we do, with a constant eye on the

latest developments, accompanied by an ability to renew the range of products on offer. But there's just one imperative above all else, and that's 'quality', and a basic premise – namely, finding people who speak the same language we speak.

Massimo Roveda, how would you describe the correct approach to paint products and the accessories to go with them? **Massimo Roveda**- To sell paint products you need two distinct approaches. In any case, you must be able to provide advice and suggestions to private individuals who need to learn the basics, and who listen to the people who advise them and whose information provides them with the key to the work they have to do.

Skilled interfacing is vital for tradespeople, too. Tradespeople want people who can speak their language and who can provide solutions that improve the work they do. Basically, for both types of custo-



mer we must deploy the right kind of expertise!

What shall we see with the next transformation of Colorificio Rigolio? **Riccardo Rigolio**- More space for the showroom, more attention paid to incoming new and supplementary products, open days in order to relate more openly with our customer base, and demonstrations – which we already do, also at Rigo, but we want to use these demonstrations to consolidate awareness of Colorificio Rigolio. ■

THREE COLORIFICIO RIGOLIO BESTSELLERS

Colorificio Rigolio's assortment includes three truly interesting, top-performing products. Let's take a closer look!



La VERDE, non-film-forming, water-borne paint Provides excellent cover; endowed with a satisfactory whiteness; ideal for interiors, user-friendly to apply, a solution that fully meets the needs of tradespeople and individual users.

La BIANCA, non-film-forming, water-borne paint Endowed with excellent whiteness; provides fine cover; ideal for interiors, both on renders and on plaster and plasterboard bases. Perfect for kitchens and living and sleeping areas.



La ROSSA, washable non-film-forming, water-borne paint Antibacterial, excellent resistance; provides excellent cover; optimal whiteness. Ideal for all home spaces, and especially for the damper areas.

