



A partnership that will claim the attention of many!



“ An elective partnership that boosts the strengths of two companies **Rigo®** and **Crer Italia**. Let's see how.



Synergic relations between companies provide a great stimulus and fundamental commercial openings for development within the marketplace. Beyond the figures, we must consider the impact on content too. When synergy develops between ‘similar’ entities, we see a multiplication of effects. The Rigo® and Crer Italia partnership is a case in point – two instances of excellence engaged in a joint project of considerable interest.

The readers of Colore & Hobby are familiar with Rigo®, its track record of nearly eight decades given over to studying and implementing spray-painting technologies, and the top-performing equipment and machinery it manufactures.

Crer Italia is a company that has specialised in production of finishings for the construction sector. The finishings deploy high technology-content materials for coating construction items such as walls, floors and so forth. Crer Italia’s products with registered trademark include items designed specifically for spray application (e.g. Coconut Spray, MDM1 Spray Stone and Granello Flexible Granite). How to successfully apply these products? This is where Rigo® – with its RDZ Plus gun – comes into the picture. According to Riccardo Rigolio, the managing director at Rigo®, “Development of such a proactive relationship as this, with a company like Crer Ita-



■ The partnership between Rigo® and Crer Italia has led to truly surprising applications. A decor item such as this vase becomes a real designer item when adorned with Granello Flexible Granite (left)

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COMMERCIAL INFORMATION



lia, is a major step. It has enabled us to interact both at the design and 'hands-on' stages, since the needs we must meet are real and not just theoretical. Enrico and Simone Arasi (the former as managing director and owner of Crer Italia and the latter as research and development manager – ed.) had specific needs, given the particular features of their products, and they found an answer in our products. We worked together on various minor adjustments, such as can only come out of experience and testing in the field. Hence our RDZ Plus with its even higher performance ratings, enhancing our market competitiveness.”.

Vincenzo Cattaneo, Crer Italia's brief was fairly specific ■■■ Vincenzo Cattaneo, sales manager at Rigo® - Crer Italia is a company with a focus on products for spray application. They came to us with a request for a solution that would enable them, during application, to turn to best advantage the technical characteristics of their products, not to mention the need for aesthetically pleasing end results. The coats are not just dry sprayed. They are sprayed also with resins which, by their very nature, require that the technical and performance characteristics be maintained at a constant level. Alongside this constancy, however, there are decor considerations for which customi-



■ **During Expo 2015**
Crer Italia products were used for architectonic elements of installations. The mountains set around the Tree of Life were made out of Granello Flexible Granite.

zation options must be provided. All this requires the use of reliable equipment made out of the right materials, designed for sturdiness and for guaranteed results. If the size and weight features provide users with the freedom they need in their movements, thus allowing them to be as creative as they wish while at work, then we made it! That was what we were looking for!”

Crer Italia’s experts reckoned RDZ Plus was the kind of equipment they nee-

ded ■■■ **Vincenzo Cattaneo-** Yes. After various tests, they decided this was the ideal tool for their purposes. RDZ Plus’s extraordinary quality-performance ratio, the perfect balance between tank size and gun usability, and original solutions like air jet for finishing off were all noted and duly taken into consideration. The ergonomics were found to be excellent as well as the firm grip, and then we have the teflon-coated finish, which facilitates cleaning, the range of nozzles and accessories, and construction of the parts

(all sturdily constructed, solid and replaceable at any time). The precision of the spraying operations is matched also by the speed and uniformity of these operations, plus the air-stop function when the lever is not turned. We made the minor use-adjustments that were called for, and got what we were all looking for. This is definitely an added-value for our products, because it means we can differentiate them and enhance their marketplace visibility.

A partnership that generates tangible benefits ■■■ **Vincenzo Cattaneo-**

This kind of partnership generates a series of ongoing benefits, in terms of product sales and positioning. To be chosen as a partner from among various competitors reflects the worth of our equipment. The key features have been noted, with telling effect! Image-wise, it is the opinions of expert players that make the greater impact on their colleagues. For our application devices, this facilitates viral marketplace communication. Furthermore, thanks to tests and trials in sector niches, we can enhance the already high universal value of our products by implementing transversal marketplace outreach.

...also in the sphere of communication and marketing ■■■ **Elisabetta Morelli,**

taly marketing, communication and customers manager- Right! Initiatives like these are great for storytelling a company and its activities. We can more effectively convey all the implied values. Our merits as a company are evident as a point of reference in the marketplace, but when it’s other people who are talking about us then it’s all much easier. Crer Italia’s positive attitude toward us is a step precisely in that direction.

TECHNICAL PRODUCTS THAT SURE DO LOOK GOOD!

Coconut, the natural insulant
Coconut Spray Cork. It’s a product that’s as simple as it is functional. The mixture is made up of selected mixed cork grains, the best natural thermal insulator, plus water-based acrylic resins which, added to the product, make for marked elasticity plus stability over time. Coconut Spray Cork is produced on the premises as a creamy mixture for spraying by means of a simple hopper system. The colouring of the product can be made up on-site, according to the users’ own specific needs.

This product can be sprayed onto all surfaces, whether absorbent or not, following preparation of the water-based water-repellent base or support (which is both water-repellent and non-film-forming). With no seamless film, the building can ‘breathe’ and/or ‘sweat’. The look is similar to that of sponged cellular render. On the tactile side, the feel is a certain pleasing softness. If you press the surface, when you release the pressure the surface immediately recovers its original form.



MDM1, the sprayable stone
Crer Italia’s MDM1 consists in rock dust, and a mixture of natural lime and oxides for colouring. The application procedure is unique. As a coating solution, MDM1

greatly resembles natural stone. You apply the mixture wet on wet and entirely manually. When it dries it returns to its stoney condition. It can be applied to all concrete and masonry surfaces, and to all kinds of claddings or facings. The range of forms, colours and sizes is practically infinite. The product is endowed with optimal mechanical resistance. It forms no film or micro-cracks and it dehumidifies. The work can be interrupted whenever you like. The final appearance is unaffected.

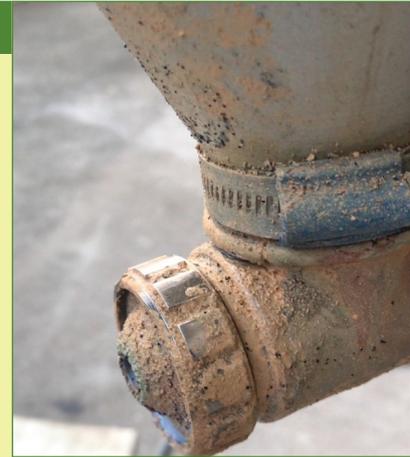


Granello, high added-value granite!
Granello uses the best granites available, worldwide. The granite is ground and sieved with great care. The granites are then mixed with the very best water-based resins with zero environmental impact. The outcome is truly unique. However, the raw material has been tested successfully over many years. The range of uses is endless, including flooring and decor surfaces. A highly flexible, seamlessly long sheet of granite, with no joints, can be obtained as end result. Granello can provided in a fine-grain format. This is ideal as coating for the walls of bathrooms, shower cubicles, decorative walls and swimming pools. The medium-to-large grain product ensures excellent finishes for flooring for exteriors and interiors.

RDZ PLUS: A KEY PRODUCT DESIGNED TO TACKLE THE 'HEAVY STUFF'

Meet the RDZ-Plus generation of spray guns! We at Rigo® commissioned and fine-tuned this product in order to match the previous RDZ model in terms of efficiency, performance and reliability, while adding to it all the improvements you will find in our series of low-pressure HVLP PRO and high-pressure LVLP PRO products. Aiming to ensure excellent finishes even when applying plastics, plasters, mortars, putty coats and wall coatings in general, RDZ-Plus features a capacious upper hopper tank and a side handle that greatly facilitates aiming the gun at the surface to be coated. It also features separate,

independent adjustment of dispensed air- and product-quantities. The body is in silver-coloured teflon-coated aluminium. The sturdy, user-friendly steel support, which can be easily removed, enables stable, safe positioning of the gun on the floor/ground when filling the tank directly from the bucket with the material to be sprayed. Thanks to the 4.0-, 6.0-, and 8.0-mm outlets, in the solid hardened chromium-plated steel itself, the gun can be adapted according to the type of material to be sprayed. Considerable durability even with the most abrasive materials is ensured.



There are definite similarities between Rigo® and Crer Italia

■ ■ ■ **Vincenzo Cattaneo**- As a company, Crer Italia has focussed on a niche sector. It develops excellent products, certifies them and meets the demands of a market with a demand for new materials with high performance ratings. Accordingly, the company's policy was to specialise intensively and to seek and team up with the most appropriate players for enhancing business prospects. In a word, blending artisan-like customization with industrial production. As a vocation! This is something we have in common!

It goes without saying that research and study are never-ending processes

■ ■ ■ **Riccardo Rigolio**- Rigo® is a veritable treasure trove both of projects completed and others still in the pipeline. The value of certain ideas remains. Indeed, they broaden out our expertise and are a key asset for us. Thanks to our partnerships with other companies, we can take a second look at these ideas. We can reconsider their potentials – frequently left at the potentials stage but no less valuable for this. What's more, the achievements and potentials of any company will benefit

from developing teamwork approaches, not just to projects but also to sales strategies. Teamwork for us means increasing market presence and supplementing and rendering more efficacious our sale talk.

So I guess you're very pleased with your work together with Crer Italia

■ ■ ■ **Riccardo Rigolio**- Our policy consistently reflects our corporate philosophy: research, an eye on the marketplace, and cultivating professional skills and know-how, ability to design, and our vision. We firmly believe there's no such thing as a company that says 'OK, let's just rest on our laurels'. Companies must look both within and without, and they mustn't look down on the humble tasks of observing and of listening. All this translates into new ideas and openings, including openings for those truly innovative, alternative solutions that set us apart from everybody else. ■

CRER ITALIA, STRENGTH THROUGH CEASELESS RESEARCH

To produce technical finishings for the construction sector, Crer Italia ceaselessly seeks out innovative, original solutions that are then put to the test in the field thanks to hands-on experience acquired over the years during application on building sites. Many of the problems that this sector presents have accordingly been solved, as part of Crer's efforts to tackle problems in the construction sector that, in many cases, await satisfactory solutions. Crer products are the result of direct application at building sites. Enrico Arasi, the company's owner and founder, applied the products he studied, designed and prepared on the premises at San Giovanni in Persiceto. Here lie the roots of the firm and its activities.

The company has grown over the years and now mainly produces exclusive materials the applicability of which is solely owing to research work on, and testing of, not only the products as such but also their application techniques. The operators who use Crer products are all personally trained. The courses are managed by the proprietor, who provides information on more than just techniques. He also conveys a sense of the experience and skills-base that are very much part of the process.

Crer Italia is operational in Italy and abroad.

