



COVER RIGO®
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History repeats itself, history improves

When they talk about new projects at Rigo® there's always that pleasant sensation that all the innovations (and there are many!) arose spontaneously as natural developments upon prior experiences, demonstrating that nothing that has been lost during the company's growth and that, indeed, all the studies, prototypes, products and commercial moments of the past have become an integral part of today's company, its strategies and its assortments of products.

We see this in the high-pressure spray guns, here making a comeback, and featuring on the cover of Colore & Hobby – marvels of the art of precision mechanics and indispensable tools for whoever demands the best in finishing.

These guns are high-performance products created by professional designers using high-tech formats and manufacturing processes.

And the look is just great, on its own! Clearly, they are the outcome of a strategic approach to production and the commercial side, aiming to reposition them within the sector in order to bolster the popularity and market share that they have always enjoyed. "High-pressure – HP – spray guns are, historically speaking, among the oldest products in the Rigo® range", says Riccardo Rigolio, president of Rigo®, "included in the company catalogue since the 1950s and reappearing, over time in countless models



We are talking della storia delle of Rigo®'s high-pressure (HP) guns, which were leading products until the 1990s and are now ready for a grand re-launch guns renewed, improved and backed up by a meticulously well-concerted commercial strategy.



for the most varied and specialised applications. Rigo® has always maintained close ties with the paint supply chain, which is why my grandfather had already started buying spray guns from the company, Azimonti (Modelli Airgunsa), selling them under his own brand. From there on, it was a logical step for him to produce them on his own, with great success. Just think if it! From the very start, he sold of 13,000 items per year on average!" Riccardo Rigolio adds, "Later on, my dad opted for a new commercial approach, diversifying the assortments and improving the manufacturing side. What came out of it was an impressively comprehensive catalogue in which all the models were available according to their intended uses. At the close of the 1990s, however, the development of HVLP technology, turbines and guns for polyuretha-

■ High pressure spray guns are among the oldest products in the Rigo® assortments. Today the company presents three new models on the market destined to be talked about.





Passione



Evoluzione



Esperienza

ne foams, together with the perfectly understandable ageing of the HP models, led us to discontinue production. This was a strategic choice in the context of a marketplace that had changed in the meantime.”

So, HP guns were very popular with the market■■■

Riccardo Rigolio ■ The Rigo ‘compressor spray guns’ – that’s what they were called – were used with great success and satisfaction by trade operators and DIY-ers alike, in the most varied contexts for over half a century. Over the years, however, fierce competition from low-cost models and the obsolescence of the design solutions adopted (which in the meantime had become somewhat outdated) meant that the HP models, while still very valid, no longer had a market that matched expectations.

Expectations, however, which have since been rekindled■■■

Vincenzo Cattaneo, the Rigo® general sales manager ■ Yes, because the HP concept, although dormant, was and still is very dear to the Rigo® technical staff and far from forgotten within the sector. So, here we are with the current completely new series of spray guns. A great return to HP technology

with three models featuring innovative characteristics plus all those captivating design features so typical of Italian products, and top-of-the-range performance ratings for state-of-the-art finishes and workmanship.

Tell us more!

Vincenzo Cattaneo ■ Their names are *Passione*, *Evoluzione* and *Esperienza* – *Passion*, *Evolution* and *Experience* –, performance-wise and as to quality of construction on a decidedly upward curve.

The models were designed to be the benchmark each in its specific category.

The three models are on the same tier and in direct competition with the world’s top European, American and Japanese manufacturers in terms of performance, quality of construction and reliability.

What’s your approach to the positioning of these three guns on the market?

Vincenzo Cattaneo ■ Like all Rigo® products, the quality/price ratio for this series of spray guns is very favourable, which makes them particularly attractive to skilled amateurs, trade users and top-level body repairers. As always, we have adopted all the

smart solutions that our loyal customer base has come to expect from our products, thus enhancing versatility and multi-use.

What are their features in detail?

Michele Giannuzzi Perfetti, Rigo® artistic and technical trainer ■ The relaunching of HP guns came out of painstaking technical and performance studies that lasted more than seven months. The company has a long track record as to high pressure, so it made sense to study the problems and characteristics of past models in order to catalogue, select and improve these products – in the form of the three new models we have now developed. Taking advantage of last year’s lockdown period and working closely with a professional luxury car bodywork coating company – all serious players – we were able to carry out multiple tests both on the performance and operations of the guns and on the different types of paints and varnishes that could be applied.

What did you find?

Michele Giannuzzi Perfetti ■ Three models, both technically and commercially speaking in the medium-high end of the market.

Perfect for water- and solvent-based products, they can be used (remove the word for paint) by DIY-ers and professionals, adapting to all types of painting that exist.

Each model is suitable for specific uses, without sacrificing top quality results.

The first model, *Passione*, with its magnificent warm orange livery, is perfect for all high-profile applications and decoration work, for lacquering and for the application of primers; the second, *Evoluzione*, with its cyclamen-coloured livery, provides even better finishes even on more complex products; and the third model, *Esperienza*, top-of-the-range, is chrome-plated and highly polished, with gold-finish controls, offering unsurpassed performance.

From a mechanical point of view, these are high-precision masterpieces, designed and manufactured for a perfect balance while ‘delivering the goods’!

Why did you feel you needed to reintroduce HP guns?

Riccardo Rigolio ■ Because we were convinced that they are an important part of the company’s background and that they still have some unexpressed potentials that we wish to see expressed.

As I’ve already told you, Rigo® has its share of unrealised dreams



– projects, prototypes and ideas – gems, as it were –, often too avant-garde or perhaps incorrectly positioned from the commercial point of view, but a rich source of ideas and solutions of great validity.

Browsing through the high-pressure catalogues with my collaborators, I was able to rediscover some of this wealth which, suitably contextualised in the current marketplace and tuned to the needs of the sector, could be successfully re-proposed.

Vincenzo Cattaneo ■ The window over the market that we always keep open allows us, as has happened in the past, to study developments, trends and the competition and to absorb the appropriate stimuli to reassess our track record as designers and our commercial potential.

As far as high pressure is concerned, the market is sharply divided between low-profile and top-of-the-range products, with economic positionings and costs either determined by ‘battleground’ scenarios or soaring upwards.

We reckon we can position ourselves in the medium-to-high end of the market, with products of excellent mechanical quality, and our methods of production are unrivalled, plus a

well thought out rationale as to competition and positioning.

Having carried out trials, field tests and comparisons we tackled all the glitches in our prototypes and obtained the maximum achievable results. And this, in the end, will open up, and reopen up, various marketplaces: industrial and small-scale bodywork, structure work, joinery, boating and manufacturing in general.

High-pressure painting and high-tech paint products go hand in hand.

So, you didn’t just twiddle your thumbs at Rigo® last year, and this year it’s even accelerated. ■ ■ ■

Elisabetta Morelli, *marketing and communication* ■ Indeed! In the second half of the year, after the holiday break, we’ll be back to meet our active and potential customers, our employees and our friends, in person, to speak about the new high-pressure guns.

We’ll be at Fuorisalone and Color-Day in Milan in September and FEL in Turin in November with events, teamwork and demonstrations.

We shall release a collection of videos to explain in detail how to use our new products, and carry on with our traditional and social-network communication campaigns to spread the word as effectively as possible about Rigo® and its activities. ■

■ In these pages pictures, some moments of the functionality and application tests that were conducted to fine-tune the three new high-pressure spray guns.

