



A fresh look at **polyurethane** foam guns!

Rigo® is aware of the value of polyurethane foam guns, and knows that when they are properly designed and manufactured they become a true ally with respect to all the tasks set for them.

The company (based in Olgiate and active in this sector since 1983) has therefore developed a new strategic plan to correctly reposition its polyurethane foam guns on the market, while enhancing their special design and construction features.

Riccardo Rigolio, the chairman of the Board of Directors of Rigo®, Vincenzo Cattaneo, the general sales manager, and Elisabetta Morelli, marketing and communication, tell us more.

Vincenzo, tell us how this new project for relaunching polyurethane foam guns started up **Vincenzo Cattaneo-** This is a project that we had already worked on last year, but for obvious reasons there were delays.

We prioritised other urgent matters such as, for example, structuring our Sanitary Line.

We realized it was high time we re-assessed our polyurethane foam guns, given the urgent need for renewal and repositioning them on the market.

Starting with the R58 – our top-of-the-range gun –, we decided to re-design the others too, sticking to our style and design ‘musts’, and intervening where necessary on

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Rigo® has revamped its line of polyurethane foam guns.

As always, with an eye on quality and efficiency. We present the results!

”

R58



■ **For Rigo, the time has come to re-assess our polyurethane foam guns by renewing them, and repositioning them on the market.**

materials and construction details to attain perfect consistency in the range of models.

Riccardo, the polyurethane foam guns sector is often characterized by massive competition that sees prices dominating other evaluations■ ■ ■

Riccardo Rigolio- Precisely for this reason, we focus on the quality of our products and on our design skills.

Our products are the fruit of original design solutions, and our trial method takes into account the ergonomics of the guns, balance, functionality, ease of use, performance over time, materials, and lightness. These characteristics become indisputable sales plusses for distributors and users.

But it doesn't stop there! The mo-

RLR



RXR





Listen to the podcast on Rigo® Academy:



■ In the pictures on these pages, a “before and after” presentation of the polyurethane foam guns designed and produced by RIGO!

dels in the assortment are designed according to people’s needs and, accordingly, they target various uses and demands.

Lastly, we must remember that Rigo® is one of the few companies in the world that produces its polyurethane guns entirely in-house. The added value is clear to all.

It is equally clear that our polyurethane foam-guns strategy stems from a natural series of steps forward, industrially speaking.

We don’t want to create a commercial overlap with other branded guns and shall focus on alternative sales channels with a dedicated sales network.

Let’s talk about the gun models themselves that are the protagonists of these strategies ■ ■ ■ **Vincenzo Cattaneo-**

R58 is the top-of-the-range gun that figures as the progenitor of the range. Then comes the RXR model, a step forward from the existing RLR for trade use (which will still be in metal, but which has been made slimmer and easier to use).

In entry-level terms, we have FOX



A1. Conceptually more advanced, it shall replace the current FOX and shall boast new design features.

Please remember that by replacing the models we don’t intend to ‘upset the apple cart’ in any way.

Replacement shall be aligned to the distribution and production needs already in place.

We shall therefore modulate our supply side with the full picture in mind.

The same design philosophy runs throughout, and differentiation ‘kicks in’ according to targets and the corresponding uses: top-of-the-range, mid-market and entry-level.

We also see an opening for an intermediate model that we shall call **ECO Smart** (a step ahead from the extant **ECO**) The body shall be in part metal. It will be as durable as the

RXR and as practical and as versatile as the **FOX A1**.

Elisabetta, tell us about the communication steps that will accompany the new polyurethane foam guns ■ **Elisabetta Morelli-**

We will implement the same rationales that underpinned the communication adopted for our **HVLP** products area: strikingly clear messages and images that underscore product quality and the qualitatively high performance of the company itself, which designs, manufactures and markets these items.

The claim, “Vuoi un nuovo punto di vista?” (are you Interested in a fresh look?), has exactly this in mind: arousing the curiosity of our target audience, who are already reassured by the solidity of a brand like Rigo® and are receptive to valid options to optimize their work and outcomes.

The image of the window is that of an “opening up” to new vistas... but with the safety margins that all operators need. ■

