



Paint Made in Italy 'shines' at Farbe!



Success across the board for Rigo® at Farbe: it was an opportunity to reaffirm the importance of the company to the foreign and Italian markets and a context for gauging the modernity and popularity of its machines and equipment.



On the top, in these pages, some images from Rigo fair stand at Farbe 2016.

Success for Rigo® at Farbe: the company from Olgiate Olona decided to enhance its international standing with carefully planned participation that produced great results.

“When we decided to participate at Farbe - explains Riccardo Rigolio, the CEO of Rigo®- we planned to show our winning qualities and we did so starting with the design of our stand.

We created a decor consisting of white custom-made furniture that was lit to make our products stand out as much as possible.

It was the best way to attract the attention of visitors and colleagues and to differentiate ourselves: we succeeded in coming across as quality manufacturers to the market, as producers who are careful about making products that differentiate

themselves in terms of performance, originality and being completely Made in Italy”.

What were your goals for participating at Farbe?

Vincenzo Cattaneo, Sales Director - Rigo® already has a structured foreign market.

However, by participating at Farbe, we wanted to seize new sales and industrial opportunities.

It was an opportunity to reaffirm our desire to collect the stimuli and ideas obtained from a comparison with the whole paint product sector and its big players.

In addition, Farbe is not just a trade show for the curious: each contact is transformed into an opportunity, both direct and indirect, and the visibility obtained from it is important for creating validity and establishing

**0ORIGO®:
PAINTING MISSION!**

The new video Rigo® is truly original and was created as a trailer for a James Bond movie! A fun and complete way to present the guns and highlight their winning characteristics: if you haven't seen it yet ... do so now!





OH... THE TURBINES!

The Rigo® turbines were really appreciated at Farbe! The secret? Performance guaranteed by precision and care in design, flexibility that allows different types of use and ... attractive and customizable aesthetics.



a history.

We can say that there were no 'boring' moments during the four days of the fair and that the professionalism of visitors was exceptional.

Can we say that the goals were achieved? **Ankica Perkovic Ghirardi, Foreign Client**

Manager - The experience was very positive: we had a lot of truly international contact with European countries such as Romania, Spain, Ukraine and Iceland as well as non-European countries such as the USA, India, UAE and Japan. We also made contact with leading German and Swiss distributors that we are already exploring further through meetings at our office or theirs.

We also had interesting encounters with other Italian producers that could lead to concrete partnerships. We were also visited by our direct competitors who had positive things to say about our products.

Did you make interesting observations about the products as well?

Riccardo Rigo-lio - Yes, we were able compare our products with those of competitors but, most importantly, we were able

to have a complete overview of our sector and understand whether our product range met all needs or if research and development had to be undertaken for additional machines and equipment.

Specialized trade fairs like Farbe help one to place one's company in the sector and understand whether the strategies adopted were developed in harmony with the market.

How did you manage Rigo's participation at Farbe in terms of communication?

Elisabetta Morelli, Marketing and Communications Manager - We sent DEM and information sheets to all our Italian and foreign clients before the event to announce our presence, we announced it on this site and social media channels and we created videos that support our presence at the fair.

We even included invitations to the event in the packaging of machines scheduled to be delivered prior to the event!

Now with the fair behind us, we will continue to maintain relationships with all the contacts made and feed our information channels, making sure that our clients remain updated about our business. ■

THE UNHERALDED SUCCESS OF RDZ

Unheralded success for the RDZ gun, a historical product created to apply materials such as plaster, best representing functionality, ergonomics and the innovative features of technologies applied to the descendant AXV. The gun was greatly appreciated in Germany and is also gaining popularity in Italy.

