



All the factors for a **building site** of excellence

A **building site of excellence** is the outcome of a high added-value, **virtuous** blend of **products, equipment and professional capacities.** Work on the site that was dedicated to restyling the **Rigo®** facility, entailed use of **Rigo®** equipment and **Tecnostuk** and **Casati** products, under the capable guidance of **Giovanni Napolitano.** The results are there for all to see!



If you're looking for a company that knows how to inspire team spirit and create co-marketing projects, then look no further than **Rigo®.** Think of its top-performing, versatile equipment – 'jacks of all trades', so to speak. This company (based in the Olgiate district) is also constantly on the lookout new working contexts and new partnerships with other producers, in order to test its products and constantly put them through their

RIGO® AND APPROPRIATE USE OF SOCIAL NETWORKS

We have already reported on the benefits of appropriate use of social networks... at least for companies that know how to use them. Rigo®, via Elisabetta Morelli, has updated the company's Facebook resources with a practically day-by-day account of the work in progress at this building site. The efforts has been rewarded by the attention of operators from this sector and their involvement.

Outcome? Here, we have concrete proof that Rigo® is definitely 'on the case' and that the company is uninterruptedly 'connected' with its customer base, and also with distributors and painters in general.

paces (performance ratings). Experiments are devised and conducted that are as interesting as they are original, such as the experiment that brought about renovation at the Rigo® facility. Here, we note four key protagonists: Rigo® turbines and airbrushes, Tecnostuk's technical products, Casati finishings and the professional acumen of Giovanni Napolitano (an artisan and advisor to Anvides... and a man dedicated to fostering 'good use' as a culture and as practices).



"Rigo® believes in teamwork," says Riccardo Rigolio, the company's managing director. "We seek out all valid opportunities to create win-win synergies among sectoral operators, enabling added value for operators in the world of building and construction". The aim of intervention was the restyling of the company's buildings (production unit and warehouse premises). These are large spaces and also 'much-used', in which Rigo® employees worked

■ **Photo (above),** to the left, the Rigo facility prior to renovation; to the right, the outcome of the building site work of the summer months.





constantly even during the renovation work. A specifications list had to be drawn up, alongside a precise, credible working plan. Furthermore, the work had to be carried in a manner that would not hinder the company's normal functioning. For all this to come about correctly, as per our timetables, we had to coordinate products, equipment and professional capabilities, all of true excellence. We did so, successfully. Between mid-June and the end of July, the work was

carried out with great care and dedication, and the results are there for all of us to see!

What was the thinking behind the decision to organise such a composite arrangement for the work at hand?

Riccardo Rigolio, *Rigo®'s managing director* - I love working together with professionals, and working toward a culture for our sector, no less! I like to interact with others, and both learn and teach, simultaneously. Such co-working initiatives are vital, enabling us to take on tasks that are not just challenges for ourselves but also for our products, while perfecting new ways of "informare e formare" (informing and training) operators in this sector. This is our approach to our business activities, in which business renovates itself and diversifies and yet enables us to maintain our identity.

Vincenzo Cattaneo, *Rigo®'s sales*

manager - Like many operations that we have successfully taken on up to the present, this operation came out of the needs of users. These users informed distributors of their needs, and the distributors reported on this to our agent. To find a concrete, tangible solution in the face of our initial problem, we felt we had to risk all, so to speak. The basic thing is that a virtuous cycle was born, thanks to which we saw that the company responded directly to a market need, and did so in full awareness that it could provide responses both reliable and realistic. Commercially speaking, this is all of value, since the people who we met up with, and with whom we interacted while the building-site work was underway, became aware of the relations of consistency that emerged between products, projects and the work at hand.

Elisabetta Morelli, *Rigo®'s Italy marketing, communication and cu-*



GIOVANNI NAPOLITANO, "THE MAN IN THE DRIVING SEAT"



The company, Colorevolutions, carried out the work on the Rigo® buildings. Colorevolutions is headed by a 'familiar face', namely Giovanni Napolitano, who supervised the work and managed his own team as well as the equipment and the products used. Giovanni has been a capable artisan for many years, and is an advisor to ANVIDES. He was directly involved in finalising the UNI standards for professional certification for painters in the constructions sector. "For this job, we needed to work fast but also impeccably as to execution, and we had to be sure our results would be of excellence as well as durable," remarked Giovanni. "We also had to understand how to apply the thermal cycle with the right equipment and how to choose the ideal solution for laying. On this building site, perfect synergy was attained. Synergy not only among the people involved but also for the products and the equipment. The results have been most impressive!"

text can be reproduced perfectly in the field. Our products have shown themselves to be fully deserving of the certification that they have received. Thanks to the Rigo® machines we were able to prove that high technology-content painting jobs are not necessarily more complex than others. And also that large areas can be handled rapidly... while the results are decidedly of interest. The finishing stage at the building site, when Casati products were used, was of use to us in that it confirmed our impression that our products were compatible with others that are currently being marketed, and that they may be considered a user-friendly resource. Lastly, thanks to Gio-

stomers manager - We constantly feel we must test our equipment in order to verify its potentials and to enhance performance ratings. The more complex these situations turn out to be, and the more variegated the work plans become (with new non-conventional products), the more accurate become our assessments both of the work of our products and where the room lies for further evolutionary development. Also in regard to marketing and communication, operations of this kind are most important because they allow us to study new directions for our design activities and new ways for presenting and contextualising our activities.

What do you take away from this experience? **Thomas D'Amore**, the proprietor of Tecnostuk - Most surely, the firm belief that our products work and that they are very much in line with market needs. Working with professionals from the field is fundamental if we are to understand the qualities and virtues of a painting cycle, and also understand that what works well in a lab con-

TECNOSTUK, AN ANTI-MOULD, THERMAL-INSULATION LINE

With its Muffa KO, Kalorifix, Freddo Stop and Termika Mix, the Tecnostuk anti-mould & thermal insulation cycle was devised to enhance domestic comfort, curb heat dispersal, and counter condensation, damp and growth of mould. "The aim of this product is, in the last instance, improving quality of life for people who reside or work in such buildings", says Thomas D'Amore, the proprietor of Tecnostuk. "The four products used singly (or as a cycle of treatment) enable efficacious and definitive sanitization of environments, against mould, for long-term wall protection and thermal insulation. The efficacy of the full cycle has also been confirmed by the issuers of Conductivity, Transmittance, Water-Vapour Permeability and Reflectance certification. This certification was obtained following tests conducted by the energy-saving body, Certimac. The treatment is user-friendly, non-invasive, highly breathable, cheap, suitable for interiors and exteriors, usable without being applied thick, and ecological".



These are class A+ certificate low-emission products for human wellbeing and for the environment.

CASATI'S EXTREME: THE FINISH WE NEEDED...

The finishing for the Rigo® buildings was provided by Casati's Extreme paint. After colouring, the finishing is then ready for use (providing an efficacious means of facade protection). "Extreme is perfect for spray application with anti-mist technology", says Cristiano Ottaiano, Casati training expert. "And the results are truly extraordinary!"

Thanks to its anti-algae and anti-mould film, optimally water-repellent and breathable, not to mention the fact that application is highly practical, this is an ideal solution for external facades. The strength of this solution lies in the hybrid technology that has been deployed, which combines the properties of pure acrylic and silicone resins. The product can be used on mineral bases and old already-painted claddings (if firmly anchored). It is also suitable for thermal insulation system cladding materials. The characteristic formulation of this product provides excellent protection against the rain while also enabling very high water-vapour breathability. Thanks to this product, surfaces can be mineralized, while chalking is extremely unlikely. This ensures optimal colour stability.



vanni's expertise, I was able to assess whether or not there was room for improvement or optimization. **Cristiano Ottaiano, Casati training expert** - We may say that we 'road tested' Extreme, and that the results were excellent. Highly satisfactory. The Casati group is moving in the direction of extreme specialisation with the accent on professional use of its products. Tests like these can only reassure us that what we, as suppliers, have on offer has been well structured, that we have high added-value products, and that these products perfectly match up with the equipment and paint products currently available on the marketplace.

Giovanni Napolitano, professional painter and advisor for Anvides - For professionals, life is a school that never closes its doors: testing new products and equipment can only lead you on to better things. It opens up new horizons and broadens out your knowledge base. Last but not least, it enhances your skills base, which is something all artisans need. Working with producers and manufacturers helps us understand the rationale of this industry, and we can learn about what the real needs of painters actually are. All this cannot but generate a virtuous cycle. ■

RIGO® EQUIPMENT AS PROTAGONISTS!



ACT-S, the airbrush that ensures ideal spray results- ACT-S is an HVLP (high-volume low-pressure) airbrush with upper tank and 0.6-litre air adjustment. This is indeed a prime model among those used by professionals. Please also note the all-round silver Teflon coating for the body, facilitating cleaning and maintenance.

CT-18 Cart Turbine, fundamental for all spray work- with RIGO CT-18 Cart Turbine you can tackle each and every professional-level painting challenge you can think of, knowing full well that you are fully equipped for large- or small-scale tasks. This product combines maximum performance specifications with a low footprint. Since it combines high-pressure performance with HVLP-system finishes, the system may be considered portable, versatile and innovative.



KOMBI HVLP is the new paint champ- A product of excellence with the strengths of flexibility, portability, simplicity and functionality. Combining top performance ratings with peerless multi-tasking capacities, KOMBI can be used to spray what you want where you want - vertical and horizontal surfaces (walls, ceilings and floors). It can be used with water- and solvent-based products in any number of sectors (construction, steelwork, boatyards, carpentry, car bodies etc.).

TMR 180E, the turbine you won't forget in a hurry!- TMR 180E is the most powerful and most refined turbine for tasks that know no limits. This turbine can handle even the toughest and densest paint products, and those most capable of providing cover. TMR 180E is an ideal resource for special needs or critical situations. User-friendly, customizable, fully compatible with airbrushes, TMR 180E is the painter's best friend.

