

Sustaining your **work**, professionalism guaranteed

Painstaking design work, meticulous mechanical construction, accurate calculation of opportunities, dedicated market analysis, a concrete business hypothesis, and a coherent communication campaign. All this goes into CART TURBINA – a top-performing machine in all respects, and your go-to ally to boost business-performance and professionalism for all players in the chain. Actually, CART TURBINA has already made its mark in the marketplace. It is a machine that can handle major painting tasks both for medium-sized and large surfaces. It provides long run-time and freedom of movement, and is compact, light, safe and user-friendly. There are no limits to the heights that can be reached, and the maintenance procedures have been simplified, and the cleaning kept minimal. There real savings on the material used. CART TURBINA combines two technologies, namely, low pressure to apply the product and high pressure to feed it from tank to spray gun. It is ideal for delivery of paint products in very many sectors (e.g. carpentry, structural steelwork, construction and boating). The product comes with an ACT pistol and enables independent air/product adjustment, thus an optimal combination of finish and yield for each material to be applied. CART TURBINA is reliable and durable, with high performance ratings and the quality of finish that

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CART
TURBINA
by Rigo®
has
everything
you could
wish for to
sustain
your work
guaranteeing
top
professionalism for all
players in
this sector.
CART TURBINA
belongs to a
virtuous circle
that benefits the
entire supply
chain.



typifies low-pressure HVLP painting.

We talked about all this in further detail with Riccardo Rigolio (president), Vincenzo Cattaneo (general sales manager) and Elisabetta Morelli (heading marketing and communications).

Riccardo Rigolio: how did the idea for CART TURBINA come about and materialize?

What are the areas of use?

Riccardo Rigolio- CART TURBINA is the brainchild of Rigo®'s design team, so it stems from a hothouse of ideas and projects accumulating and evolving over the years. Dedicated to improvement (to meet the needs of various target groups in a variety of contexts).

Our work has always been toward adding value to the work of artisans. We study equipment for implementation that will simplify and improve



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CART TURBINA
in podcast**



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CART TURBINA, INTERVIEWING THE EXPERTS

THE VERDICT OF THE USER

The user's the one who'll decree the success or failure of any work tool. Their everyday life means they are perfectly aware the advantages of any piece of equipment. Angelo Albanese and Giovanni Napolitano are two CART TURBINA users... and CT fans too! Here's what they say.



HOW LONG HAVE YOU BEEN IN THIS LINE OF BUSINESS?

Angelo- 34 years.

Giovanni- 36 years. I started with the family business.

HOW LONG HAVE YOU BEEN USING CT?

Angelo- Since 2014, I had a chance to test it as soon as it came out.

Giovanni- I've been using the HVLP coating system since the 1980s - CT for 4 years.

HOW DID YOU ENCOUNTER CT?

Angelo- It was proposed to me personally by Rigo®.

Giovanni- I know the company well.

WHY DO YOU USE CT?

Angelo- Because of its versatility, both for painting and coating.

Giovanni- For a top-quality look, functional quality, and saving time.

WHAT DO YOU LIKE BEST ABOUT CT?

Angelo- Depending on the type of processing, you can combine, adjusting amount of material, air quantity or pressure, adjusting the round pattern, and choosing the most suitable nozzle.

Giovanni- The versatility. You can apply almost any paint product for a wide range of finishes.

HOW LONG DOES IT TAKE YOU TO GET CT READY, UP AND RUNNING (FROM WHEN YOU UNLOAD IT FROM THE VAN TO WHEN YOU ARE READY TO SPRAY)? WHAT TIME SAVINGS DO YOU SEE, COMPARED TO ROLLER AND BRUSH JOBS?

Angelo- Inside half an hour you're ready to work, the processing time can be halved or even more compared to the time needed with traditional tools, depending on the complexity of the job.

Giovanni- The time saved. You can see it when you complete the work, but it depends on the surface and it can be a considerable saver, with work 4 to 10 times speedier than traditional systems!

WHAT'S THE MOST FREQUENT OBJECTION TO CT AND YOUR TAKE ON IT?

Angelo- The first objection that comes to mind is that it takes a long time to prepare. My reply is that, by spraying the paint, the return in terms of amount of time spent pays back all the time you spend on preparation.

Giovanni- Objection number one: "It takes a long time to protect the parts from the dirt." My reply: "It does take about two and a half times longer than traditional protection, but considering both the application and clean-up times, it's still much quicker than roller work (at least where it makes sense to spray). Objection #2: "Airless is faster." I reply: "Unquestionably airless is quicker for painting smooth surfaces, but there are some jobs that can't be done airless, for example, with outdoor paints containing aggregates. With CT, you can dose the product as you like for thickness, quantity, and reduced size in the spray, unattainable with airless." They are two different machines: the smaller artisan will rent airless only for use in the shed. CT will be deployed in many more contexts.

TELL ME ABOUT THE BEST JOB YOU'VE DONE EVER WITH CT?

Angelo- Because of its features, I would say the Rigo® company and offices where I was able to do coating, painting and masking for lettering.

Giovanni- The sheet metal conduits for an office in the Gae Aulenti area, a perfect finish in white and also with a very striking tint that amazed the client.

HAS CT MADE IT EASIER FOR YOU TO ACQUIRE IMPORTANT WORK?

Angelo- CT served me at the right time as a resource to facilitate complex tasks, with striking tints, window frames and steelwork.

Giovanni- It has definitely helped me on the professionalism front. CT is a tool that demonstrates your skills.

CAN YOU TELL US ABOUT A SITUATION (A CONSTRUCTION SITE) WHERE CART TURBINA MADE THE REAL DIFFERENCE? OR GAVE YOU THE EXTRA MILE?

Angelo- I often painted shutters on site, without taking them away and putting them back up in the evening, finished. This allayed my customer's fears about lack of overnight protection.

Giovanni- We painted shed walls. They had any number of doors, fixtures, and so on: all without covering because the jet could be reduced in size so no staining. We saved a lot of time!

IN JUST ONE SENTENCE, CONVINCE OUR READERS TO CHOOSE CT!

Angelo- Cart Turbine is to the painter what electric screwdrivers are to plasterboard workers. You can manually screw, but with the right tool, you work much better!

Giovanni- I say a true professional won't be convinced by words. So far, those who have seen it at work have convinced themselves: being a cut above the others is always good!

angelo
albanese
giovanni
napolitano

Right,
Angelo Albanese
and Giovanni
Napolitano
engaged in on-site
tasks using CART
TURBINA.



the work of these artisans and boost their output.

CART TURBINA stems from our JOLLY Rigo® and POKER Rigo® machines. It targets artisans with the characteristics of robustness, reliability and durability, with the high performance ratings of high-pressure painting combined with the quality of finish and ease of use that characterise low-pressure painting.

This makes CART TURBINA a peerless piece of equipment. With its specific accessories (for example, the trolley and two tanks) it's quite unique.

Its flexibility and adaptability mean it's suitable for a whole range of sur-

faces and materials. It is used for construction, carpentry, steelwork, and boating. Add to all this, a constant level of performance, easy maintenance and concrete economic savings.

In short, CART TURBINA is a winning card up our sleeve. It's for all who want optimal results. Our demonstrators tell it like it is, live, but we want yet more! We want to spread the word territory-wide.

Vincenzo Cattaneo: Explain the business opportunities opened up by CART TURBINA, strategically and in concrete terms.

Vincenzo Cattaneo- The advantages

of CART TURBINA lie precisely in its technical characteristics, in its intrinsic value. So it needs to be explained to be appreciated in its entirety – it has to be demonstrated and its performance illustrated concretely. It's a machine with real potential. Experience tells us that every CART TURBINE that's sold is a driver for subsequent sales. Over time, it's increasingly appreciated by those who see the benefits to users and therefore must add it to their toolbox.

Moreover, the business opportunities for distributors are equally clear, since outlets will gain image-wise where machines are sold that enhance the skills of the user.

**cart
turbina**

A CLOSE LOOK AT CART TURBINA

- a machine that delivers expert results
- perfect for expertly coating medium-sized and large surface areas
- combines two technologies: low pressure for product application and high pressure for feed from tank to spray gun
- suitable for applying paint products in various sectors, such as carpentry, structural steelwork, construction and boating
- the machine's ACT pistol enables autonomous air/product adjustment for an optimal combination of finish and yield for each material to be applied
- durably reliable, with high performance ratings and quality of finish that typifies low-pressure HVLP painting
- equipped with top-performing TMR180E electronic turbine (1800 Watts)
- pressure compressor (up to four bar), with adjustment/control manometer for the coating-product feed. All materials can be used for spraying (even the most dense)
- 9- and 18-litre stainless steel tanks, extending run time considerably
- 7-metre tubes for paints, topcoats and water-borne decorative paints, making for considerable freedom of movement, e.g. from one space to the next
- compact and lightweight (weighs less than 30 kilograms)
- folding handle and large wheels, facilitating upstairs and downstairs movements — space-saving solution, too
- includes universal power sockets with safety switch (the product can be used to power equipment such as drills, sanders, vacuum cleaners and mixers)
- easy to maintain and clean, always ready and always efficient
- the versions vary, plus accessories and spare parts for adjustment to all work environments
- broadens the range of options for artisans, presenting with tangible economic, practical benefits (given the times and materials saved), not to mention curbing impacts on the environment (transfer can reach 95% without overspray).

**Rigo®: it's
products and
applications**



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Here (right) ■
two moments during
the training session
for demonstrators
on the premises of
Rigo®.

Below, i
demonstrators
at work, fully
explaining the added
value of CART
TURBINA.



The validity of this commercial format is demonstrated by our data (more than thirty demonstrations have already been booked between now and the end of the year!).

Elisabetta Morelli: What role does CART TURBINA play in the Rigo® assortment? From the communication angle, can we call it Rigo®'s flagship product?

Elisabetta Morelli- Our CART TURBINA is the ideal tool for all skilled artisans.

Linking the image of our company to a top-of-the-line product in the marketplace is indeed a challenge for communication.

We are often proudly identified by our legendary "Mini Rigo®", which inundated the shelves of dealers back in the 1980's, back in the days of the Alfatone.

Now, with modern products targeting an ever-changing marketplace, we are ready to respond to all new needs, as with this CT CART TURBINE flagship product.

It's a simple, robust item of equi-

THE COMPETITIVE EDGE AND USING, PROMOTING AND SELLING THIS PRODUCT

"To date, the demonstration sessions dedicated to the functionality of CART TURBINE and HVLP technology have yielded some really interesting results. First-hand experience of the advantages and benefits of this equipment is, without a doubt, the most compelling and engaging way to explain the machine's features." says Riccardo Rigolio.

"But CART TURBINE also makes good business for the entire supply chain! "It's good business for artisans who save time doing their work, while improving performance and quality, which upgrades their professional standing. Demonstrators let people touch the equipment they're talking about. They provide the answers for those who are curious to know more. This, too, which makes for greater authoritativeness. Likewise for distributors who diversify their sales".

"The results speak for themselves," comments Vincenzo Cattaneo. "thanks to the demonstration sessions, our sales concretize when people touch and test out the machine. Experts will understand the advantages immediately. In a world where competitiveness is also measured by one's skills and proficiency, CART TURBINA becomes an indispensable ally for users who want to grow and to make their mark".

ment, but it conveys the essence of our corporate mission – namely, reliability and professionalism.

In addition, the equipment in its entirety is ideal for large-scale tasks. However, with only the turbine, plus a newly developed spray gun and tank, it can also be used for diverse tasks. Always on the side of the painter, whatever the situation! Like Rigo® itself!

Thanks to the ongoing demonstration sessions dedicated to our CT CART TURBINE, we interact directly with users.

This means we can reach out and concretely assist people with our own advice and suggestions, but also orient ourselves correctly within our market setting, and grasp its needs. There is no better way to communicate than talking, and personally testing a piece of equipment.

This communication project takes up considerable resources and energies, but it's giving us great satisfaction – human and professional. ■

