

A company always 'on the move'

As we approach mid-2019, we can learn more about Rigo® and its endless list of initiatives, projects and products, not to mention its presence at major trade fairs and events. The news reflects how proactive Rigo® is in its approach to business. We see the way Rigo® products 'pan out' over time, the sensitivity displayed by the management team, and the company's ability to build bridges between the brand and any number of situations 'out there'. Situations that may vary, but which serve the purposes of disseminating a spray-painting culture and getting the word out - with information - on Rigo® equipment and activities.

Rigo® 's sporting SPIRIT

As the year dawned, Rigo® made an impact as a sponsor for the Cross-Country Ski World Cup event hosted in the locality of Cogne in February. This world sports event attracts the attention of many media players, thus broadening out Rigo®'s range of potential targets.

"What's the link? Rigo® products and Nordic skiing have qualities in common. Tenacity, strength, reliability. Qualities that really make the difference in all competitive arenas, indeed anywhere", says Riccardo Rigolio, managing director of Rigo®.

Rigo® and its SALES TEAM

On 1 March 2019, a Rigo® sales-te-

“ Given the various activities, projects and fresh initiatives of the early months of this year, it looks like Rigo® is more than just 'alive and well'. It's a force to be reckoned with!



am meeting was held, during which the company outlined its corporate and commercial strategies and presented its key staff members. The idea was to deal with each activity while underscoring the consistency of these resources, dedicated to implementing an increasingly systematic approach to deployment of the company's agents in their respective territories. "As 2018 drew to a close, we found the results had been more than satisfactory", says Vincenzo Cattaneo, the Rigo® sales manager.

"As for 2019, we plan various new entries, i.e. products and accessories that reflect the indications that reach us thanks to the attention we pay, meticulously, to what our distributors, retailers, customers and sales people have to tell us.

From the viewpoint of distribution, we have optimised the range of structures and methodologies available to us and have even more carefully analysed the contexts in which our products are used.

We've planned attendance at various national and international trade fairs and we constantly engage in open day and workshop activities in order to con-



solidate our presence on a local level and seek out openings for expansion”.

Rigo® and its commitment TO SOCIAL CAUSES

In March, Rigo®, with its turbines, also took centre stage during the third edition of ColorAid. ColorAid concerns ethical construction practices and a project for renovating third-sector structures with the accent on colour – a project involving teamwork with institutions, with volunteers and with corporate players displaying a spirit of generous outreach.

This year, one of Milan’s centres for providing assistance to disabled persons was cleaned up and repainted, also thanks to Rigo® painting equipment.



As a company animated by beneficent intentions, Rigo® is keen to overcome the obstacles facing others. Doubly keen, in this case, not only to take on this task but also to showcase the functional qualities of its own products.

“There’s something really satisfying about taking part in a project like this,” says Elisabetta Morelli, the Italy marketing, communication and customers manager.

“Projects that allow you to help people who are genuinely in need of assistance, while giving us an opportunity to test our products in the field while teaming up with companies and players from our own sector”.

Rigo®’s international OUTREACH

Rigo® displayed its equipment to an



international public in Cologne, at the Farbe event. Capably and systematically assisted by key players such as Andrea Schiaffino (export manager for the German market), Luigi Dionisio (tasked with developing the Chinese market) and Ankica Perkovic (the foreign customers manager), the company once again saw where its true vocation lies.

The trade fair was a success. While satisfaction and enhanced awareness are good things in themselves, such events - as always - provide contacts, inspiration and new challenges!

Rigo® and its vocation in the FIELD OF ARTS

On the strength of its teamwork with Michele Perfetti - an architect and master decorator who has embraced the art of spray painting - Rigo® took part in the artColorBike project arts project in April, alongside artists selected by the Accademia di Brera art school in



Milan. The idea was to take old bikes and turn them into artworks, thus disseminating the concepts of mobility, sustainability and creativeness. Thanks to artColorBike, the Rigo® team found

a path toward the Accademia di Brera - the venue par excellence of the arts in Milan!

Here, Michele Perfetti lectured at length on spray painting and demonstrated the versatility of these machines, which were then used by young artists for their own masterworks. The artworks and the equipment used were exhibited at Fuorisalone in Milan, and shall be exhibited at other key locations.

Rigo® and its vocation AS AN INNOVATOR

Rigo® also displays a marked talent for innovation. Innovation may also regard seemingly minor details - details capable of speeding up tasks, rendering the work safer, boosting efficiency for



the users of Rigo® equipment.

Take VPA Kit&Go, for example! The box for the accessories is in shockproof thermoplastic material. It was designed for all TMR Rigo® turbines, so users can have all the spare parts and accessories that they may require as, where and when needed - such as nozzles, caps, seals, keys, filters, the densimeter and remote control.

VPA Kit&Go also provides a stable rest for use of the airbrush in perfect safety. What about polyurethane foam guns? Here, we find the FOX A1 and RXR models, providing an original, ergonomic design solution that fully reflects the considerable experience gained by Rigo® in its more than 35 years as a manufacturer, serving market needs and providing new global standards for the polyurethane foams marketplace! ■