



Territoriality and globalization: this is the hardware store of the future!

COMMERCIAL INFORMATION



■ above
left to right:
Raffaele Passarini,
collaborator;
Fernando
D'Amico,
founder of
Ferramenta
D'Amico;
Roberto Cristian,
collaborator.

■ **The business model of Ferramenta D'Amico (located in the Balduina zone of Rome's Trionfale borough) may be considered a form of globalization,** because it looks not only toward territoriality – ensuring its local presence via its retail outlet – but also toward the horizons of globalization – via its international e-commerce activities. Ferramenta D'Amico is a leading-edge commercial concern in

which technical know-how, a service-oriented approach and an advisory role interface with the worlds of innovation, technology and communication. The key to it all is primarily the 'politica del sorriso' (smile policy). People are the key players in this intelligent, smart commercial enterprise, whose main driver is customer care. Fernando D'Amico and his son-in-law Raffaele Passarini welcomed us so warmly and so enthusiastically that we can say that we've already sampled what their approach to sales and entrepreneurship essentially comes down to! Here, we find, most definitely, the future of hardware store management! Clear thinking, frankness, experience – three of the main ingredients of a dynamically forward-looking concern that has successfully pinpointed the dimension within which to plan operations, where the physical and virtual worlds meet. Rigo, a company for which innova-

“ Territorial presence and e-commerce on a global scale. The business model of Ferramenta D'Amico, in Rome, 'goes the extra mile', embracing the contemporary world, and moving forward, toward a world of consultancy and services... with an ideal partner: Rigo! ”



■ **Rigo® HVLP technology** was a real discovery for the D'Amico Supplies & Services team, who literally fell in love with it!



tion is a focal point, soon expressed an interest in the affair and decided that the potentials for a major synergic, high-potential partnership should not be neglected. Indeed, quite the opposite! But, let's hear what Fernando and Raffaele have to tell us...

Let's talk about the physical, world of the store itself. Tell us about how Ferramenta D'Amico was established and the philosophy behind it. ■ **Fernando D'Amico** - Our activities started up three decades ago. I took over a paint products store in 1989, that had been long established locally and that became a hardware store for the area some years ago, while dealing also with paint – as I was saying. We worked on the products range to create a broad mix of items to cater to various sectors such as safety, electrical, paint, gardening, plumbing and air conditioning. Up to the present, the world of paints has



■ **One of the strengths** of the store is the full assortment of Rigo machinery, also as regards components and accessories.

been considered something that enriches and complements ones arrays of products on offer. Actually, it's an ambit whose many potentials have not yet been fully developed. Generally speaking, our philosophy is crystal clear. From the very start, we wanted to provide a rock-solid point of reference for people in the Balduina borough. The idea of us being in touch with people at large is vital for us, and attaining territorial outreach is a challenge I feel personally committed to. Our aim is to be considered the kind of



people you can rely on, to whom you can turn whenever necessary. Where you'll always find there's someone ready to lend you a hand... and we should never forget that boroughs will die if their commercial activities disappear! This is why, over the last thirty years, we have tried to cultivate precisely this relational side of things. We provide advice with a smile. Always! Human relations and empathy are two aspects that customers will always find here. They know they can count on us over time. The ultimate aim is to deliver –



with all due care, fully and satisfactorily. Actively listening to people is a vital premise, like jointly seeking out solutions for problems. Providing access to a world that our stakeholders are unfamiliar with.

Apart from the various changes over time, and we'll talk about that soon, there's also been a change in premises... ■■■ Fernando D'Amico - Yes, we moved, in this borough, to premises that allow us to

spread out, space-wise, to exhibit our goods better, with a self-service area leading up to a counter, so customers can enter and see what we have on offer, discover our products and get all the advice they may need. We chose a mixed display solution to showcase many of our items, but for which the shop counter and advice are essential ingredients. Indeed, the mixing machine was also placed in this area, and it has aroused interest in our visitors. It was positioned in the self-service area precisely in order to show customers how it works. As I said, it's a question of helping everyone who pays a visit. The relational side is absolutely vital to us. This is where we stand out from the crowd and increasingly gain new ground. The storage area on our new

premises is much bigger and we also have an area given over to offices.

When did your partnership with Rigo start up, and how has it evolved over time? Raffaele Passarini - Our collaboration with Rigo dates back to eight years ago, with the introduction of high volume low pressure guns – HVLP as they're called – which enabled us to more satisfactorily target the professional customers, who, for our business, have been diminishing in number having ceded ground to non-professionals. The merit goes to the company, which pinpointed and proposed appropriate new-entry items, and to Fernando who saw the qualities of this proposal and showcased it at

Why did you consider this distributor a valid partner for Rigo? Maurizio Marchetti, Rigo business agent – Fernando D'Amico has always been on the cutting edge within its sector, and has formed a dynamic team over the years that keeps pace with the times and that has shown itself to be particularly aware of the new media. I was well aware of their characteristics and qualities: the ability to study questions in depth, to acquire newer and newer skills, and to listen to and assist their customer base, providing solid advice and impeccable service! So, this is why I suggested Rigo equipment to Fernando D'Amico. I thought they were the right people to assess the products and develop the sales-talk side with an appreciation of the philosophy and plusses that are a part of our equipment. And I was right! They've proved themselves to be great allies, who truly admire our products. Furthermore, this typology of goods is a great way to win back the professionals (whom the team has seen diminishing in number). Back again and on a firmer footing. Lastly, the partnership benefits greatly also from the highly successful e-commerce platform! Their success is owing to their full supply side. Over and above the machines themselves, they also handle the entire range of accessories, from nozzles to complete kits.



the sales outlet level. We developed our skills base for these items, looked at the functioning and components, and again we focussed our attention on assistance and sales talk. We fell in love with Rigo's products. Absolutely! Literally! So, it was our passion and drive that led us to engage in this project so effectively – and so satisfactorily for everyone concerned. Collaboration with the company has been totally seamless, and we provide the kind of care that's actually our hallmark quality. We receive many contacts from people seeking information and advice, and we're always there with the answers. A network has been created (a virtual network, too – via our Internet platform), and more and more people opt for Rigo products, and rely on us for assistance. One of our strengths is the full assortment of Rigo machinery, also as regards components and accessories. This makes us a supra-regional point of reference. Indeed, also thanks to our e-commerce platform, we handle a never-ending flow of orders. We believe in our concern, and collaboration with Rigo is one of our most treasured assets!

Tell us about the added value you get with HVLP technology? I think all operators would benefit from the transition to spray

painting systems. These systems have so much going for them! The spray guns that Rigo has perfected ensure significant product savings in terms of waste control. They also speed the work up – vastly! –, while providing a highly professional, homogeneous, velvet-like finish. Then there's the fact that the machines are indestructible, and an excellent investment. It's vital that you explain the added values that you get from these items, spread the word and familiarise people with this system. So you need the right kind of sales talk. We have always addressed our customer base with the focus on the advantages that these machines can guarantee and deliver, and we have presented the various models at our sales outlet in a zone specifically given over to them. We also provide technical support, so people will learn how to use guns correctly and avoid mistakes and errors. These are instruments for professionals. However, non-professionals are interested too, to the point of purchasing them. Compact, user-friendly, with a full range of accessories. With these qualities, Rigo's market potentials are enormous. All you have to do is teach people about these systems (whether for professional or hobby use).



How did you develop the e-commerce side for Rigo? The project entailed introducing Rigo from the very start, already on our very first e-commerce platform (which we developed fairly early on, with respect to others). We chose Rigo because its products are really rather special, and which no one was selling via this route. We really loved the items on offer, and our skills developed as time went by. So we became experts fully capable of handling the segment, whether dealing with seals or the very latest Rigo product to hit the marketplace! We wanted to be the sole player capable of providing all-round services in this field. If we managed, and if our success was immediate, it's because we fully believed in what we were doing! As the e-commerce side expanded, we developed our current platform, www.ilferramenta.com. When you're on the web, you've got to keep up with the latest developments and technological changes, to ensure optimal visibility. Our presentation of Rigo spray machines is now very efficiently and functionally organised. Innovation, our supply side, and communication have been our visiting card in the global marketplace, including Russia, Greece, Eastern European countries and Japan, accounting for 30% of our total sales turnover. Territoriality is also a part of our vision – local interests integrating into globalization. It reflects the mood of our times, and Rigo has proved to be an excellent ally. Both locally and globally! ■

■ Above: multirigo TMR 180E, the top product in our range for performance and speed during application of all coatings.

Left: T Basic is a new-entry professional entry level product with excellent performance ratings (with Flex gun connection; full kit).