

2022, pushing forward,
toward more and **better!**



“ Rigo® and how 2021 went, and prospects for 2022 recounted with the company’s usual clarity and a desire, as ever, to do more and better. These corporate virtues have engendered constant, organic growth... while fresh, fascinating goals and objectives continue to present themselves. ”

It’s always a great pleasure to meet up with the Rigo® management team on a regular basis and learn about how the year has ended and about plans for the new year.

The outcomes, year after year, clearly point to a robust, caring, modern and forward-looking company.

Indeed, Rigo®’s growth ‘track record’ led the company away from the status of a mechanical workshop to that of an industrial concern, incrementing production and multiplying the areas of interaction, while consolidating relations with supply-chain players.

In addition, its constant focus on innovation and performance.

Riccardo Rigolio (president), Vincenzo Cattaneo (general sales manager) and Elisabetta Morelli (marke-

ting and communication) attended. This is what they had to say.

Meeting the Rigo® management team, to assess the year gone by and to learn about the plans for the new year, has not only become a truly pleasing tradition... it’s instructive too! ■■■

Riccardo Rigolio ■ 2021 was a positive and controversial year, very productive in terms of results and opportunities and decidedly complex in terms of the social and economic context. Double-digit growth – compared to both 2020 (+15.33%) and 2019 (13.84%) – was accompanied by the need to revise corporate rationales and rethink certain projects, in line with new operating

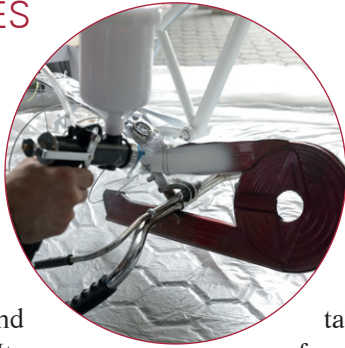
parameters and market needs. Tax relief and incentives for the construction industry were there, along with shortages of raw materials, procurement difficulties and cost hikes. This led to a new awareness on the production, logistics and strategic fronts. We therefore needed to start reorganising, to turn difficulties into growth and consolidation.

This reorganisation has very clearly affected the commercial area in particular ■■■

Vincenzo Cattaneo ■ We have undertaken – and have already almost completed – a process of upgrading and strengthening of the sales network in Italy, with the collaboration of a professional who is actively supporting us in this operation.

■ Above, the three new HP spray guns relaunched last year by Rigo®; on the right, the polyurethane foam gun dedicated to Marco Simoncelli.





Our agents in the field have all been contacted and interviewed, in order to pinpoint criticalities and openings for growth. It was a thoroughgoing process, prolonged over time, to provide accompaniment - or a flanking role - and to consider problem areas, analyse geographic contexts, and assess the operations deemed most appropriate.

We want a team of motivated people with clear objectives and methods, coordinated with the board and contributing proactively to our team effort. This is an important project, consistent with Rigo®'s strategies - entailing the creation of an aligned salesforce as planned for the end of June.

How big a part have the last two years played in this commercial restructuring process?

Vincenzo Cattaneo ■ Yes, big. Because we had the time and occasion to look closely at performan-

ce in the zones, with their potentials and criticalities. It was a real opportunity to take the daily processes of commercial analysis and make them more organic and systematic. This must become more part and parcel of corporate rationales.

Rigo® Academy will also be upgraded ■ ■ ■

Riccardo Rigolio ■ We wanted to upgrade Rigo® Academy because we decided to use more trainers in the areas, to enable more rapid and effective dissemination of the content matter of our training sessions. Our new aim is to focus on a bespoke format, to cater to specific needs.

There is another important aspect: it must be clear that Rigo® Academy was created for operators in the construction sector and that our tools must lend themselves to effective use in all areas relating to construction. This is why we want contact with

product users to be more direct, and demonstration sessions that highlight how appropriate it is to develop specific skills for using our systems and products.

If we are to create a real culture of spray painting, we reckon it's essential to document the advantages and results, as the most effective approach to demonstration.

Riccardo, how is Rigo® doing, business-wise, today?

Riccardo Rigolio ■ If we look at our turnover, we can see the split (70% spray guns for polyurethane foam and 30% paint, in Italy and abroad).

How have the problems relating to raw materials affected your work?

Vincenzo Cattaneo ■ We, too, have had problems finding certain raw materials, but we have always been careful to seek out solutions that do not lower the quality of our products and our performance ratings. Of course, we are suffering from the



■ **A Left** — Kombi: the perfect answer for professional painting tasks; **Right** — the TMR E-series turbine: a superstar among Rigo® products; here is the MIL PLUS gun; one of our guns created especially to meet specific needs.

Below, left – The Rigo® sales team
 Right – Rigo® Academy trainees. The round images illustrate two moments of the company's branding project at artColorBike and ColorAid.



increases, but the company's economy has always been based on the logic of protecting the customer. So we avoid passing on the burden generated upstream completely downstream within the production chain.

What should we expect from Rigo® in 2022 in terms of company structure and products?

Riccardo Rigolio ■ In 2021 we built on observations made during the 2020 lockdown period regarding our products and operations.

We reviewed various production and logistics dynamics, and streamlined and optimised them vis-à-vis both our consolidated and new projects.

We are well advanced with the very important project of a new series of airbrushes combined with the new turbine, completely different from the previous models, hence a real revolution in our sector (the result of new ideas worked on over the years). Our R&D specialists have been working on this for some time, with the aim of making the HVLP system even more efficient thanks to new technical solutions and components.

Tell me about Rigo®'s marketing and communication plans for 2022.

Elisabetta Morelli ■ In 2022, Rigo® is sticking to its consolidated communication and branding pathway,

which in recent years has led to recognition of the company within the industry as an ideal partner, given our operational mission and policy also of testing increasingly innovative solutions.

From the communication angle, our presence shall be maintained in the sector's press and on the social network channels. This enables us to enhance our positioning and good name.

Collaboration with a number of companies in the sector - for example, Covema, Errelab, Tecnostuk and Candis - has been, and continues to be, an excellent driver of interaction with professionals.

As far as branding operations are concerned, our involvement in artColorBike and ColorAid confirms our commitment to culture and the arts, and also to social concerns. We shall maintain our 'original' collaborations, which we believe are fundamental for fostering awareness of the opportunities offered by spray painting. For example, with Castrignano.

We shall also present a new annotated catalogue as a working tool that describes Rigo®, its products and its mission, and which we believe will be very helpful to distributors and users of our products.

We are working on publications with 'emotional' appeal, to 'storytell' the company via an alternative narrative tone.

Lastly, in order to facilitate and simplify management of orders and to back up our agents' work, we are thinking about extending the digital order-retrieval system that has already been in use for some years among our agents and customers/distributors.

So, once again this year Rigo® will be the talk of the town ■ ■ ■

Riccardo Rigolio ■ The path we have chosen is organic, original and natural.

Today, Rigo® is product, service, vision and brand - with the same will (as always) to stand by operators in this sector... and to do yet more, yet better. ■

