

The first **academy** dedicated to **HVLP** technology

In Ovada, in the province of Alessandria, Arata Utensili operates as a centre for the sale of paints and equipment for the construction sector. It is managed by Fabio and Cesare Arata, a father and son team, who share a love for the business concern founded by 'granddad' back in 1965. The family business now spans three generations. The company has seen many changes since it started out with furniture polishing. It soon added paints to its range of tools on offer. Cesare, 24 years old and recent graduate in Maritime Economics, shall explain to us how his grandfather first and then his parents have run this business with passionate dedication and how, when his mother passed away, he decided to support his father and conserve this entrepreneurial heritage, so deeply rooted within him. Family reasons and attachment to the locality therefore constitute the driving force behind a 'career path' of great change, owing so much to Fabio's own volcanic verve – a born innovator, repeatedly ahead of the curve. Firstly, we saw the introduction of an Austrian brand of water-based paints, when he intuitively understood the importance of solvent-free products, and embraced the cause right away. Today's news is Arata's decision to be the first dealer in Italy to host a Rigo Academy session, whereby trainees can get to know and fully exploit the



“ In Ovada, **Arata Utensili** is the **first** retailer in Italy to host **Rigo Academy**, offering highly qualified training sessions to acquire skills, precision and speed when working with **Rigo®** high-volume low-pressure devices. ”

performance ratings and enormous potentials of Rigo® machines. Something of the visionary, very curious, decidedly dynamic – this is Fabio, backed up by Cesare. He brought in a group of selected trade customers. He provided them with the opportunity to acquire new skills and upgrade their work, via the first academy dedicated to HVLP (high-volume low-pressure) technology, under the guidance of a true expert, Michele Perfetti – architect, master

■ **Below**, Cesare Arata, 'fresh blood' di Arata Utensili.



RIGO ACADEMY
 Corso itinerante di formazione,
 decorazione e verniciatura a spruzzo
 con i sistemi Rigo Hvp

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INFORMAZIONE COMMERCIALE



decorator and Rigo® Academy teacher.

Cesare, tell us what characterizes your company today and how you came across Rigo®

Ours has always been a family business, active locally for many years and, therefore, familiar to many and well-rooted. Today, we mainly market paints and carpentry machinery. Ours is a hardware store with a marked focus on paint products, which is now the driving force of the business, which we supplement with accessories to better serve customers by ensuring a fully comprehensive supply side, so to speak. For some time now we have been adding to our building materials – from plasters to coatings – to stake out our own distinct identity and pinpoint new areas of business. We address various targets: we serve non-trade individuals and artisans, on up to industrial joinery, with pro-

ducts and services to meet all needs. My father always focused on innovative products, fostering a change of mentality and seeking out the best technological solutions with an eye to the environment. We try to offer a professional approach, and valid and certified solutions and products: only quality, service and competence can shield the sector from large-scale mass distribution and marketplace threats. We encountered Rigo® a year ago thanks to trade opera-

tors who were enthusiastic, and we ourselves were duly impressed! We contacted the company and discovered HVLP technology. We were intrigued, fascinated and then we said we wanted in!

In general, what struck you most about the company, enough to embark on such a dynamic partnership?

First of all, Rigo® boasts 100% Italian manufactured equipment. It's a national company – with international outreach (Rigo exports currently to 63 countries). It goes beyond a purely manufacturing logic and is gaining experience in the services field, partnering with its distributors, striving to create a sectoral culture in the various areas that its versatility leads it toward. We were struck by this highly original approach, which aims to create a strong brand, embodying multiple values, such as Italian character, reliability, service,





and a strong bond with the customer base. And then there's the beautiful project of the Rigo Academy, which enhances not only products but all that this implies. It immediately captured our attention!

Teaching others how to use Rigo® machines optimally means considerably curbing waste, because overspray is reduced (and consequently toxicity for the user); performance is enhanced, work times fall off significantly and the end results and finish are beautifully, seamlessly smooth.

You were the first to propose Rigo Academy, why such timeliness? My father is a very dynamic and timely person: he encountered a technology that intrigued him, recognized its potential and immediately wanted to learn more. For him, training and study

are fundamental, because he wants to learn and to transfer his acquired skills to our customers.

His innate curiosity makes him always want to be the first to propose the most innovative and highly performing products, but he wants also to be sure of what he says.

We always try to offer the best to our customers, the best items, and to safeguard our hallmark professional approach. With Rigo® it was a matter of seizing the opportunity immediately, of great value, arriving first at a product, a technology and, above all, a training procedure that enables us to offer added value to our customers.

Providing them with the opportunity to join our Rigo Academy courses means setting ourselves apart from others and retaining our customer base, increasing their skills and pro-

viding an important service.

Tell us what the added value is that this training offers. Its strengths.

Rigo® Academy enables transfers of experience and skills to make the most of the best spray technology on the market, and also it allows us to enhance the culture of the sector, improving the skills base of our stakeholders, with a positive knock-on effect for our business.

Praise also to Michele Perfetti who is excellent as a teacher but also as a user; he's an excellent all-round trainer, an expert capable of transmitting knowledge most effectively, conveying the basics with ease even to beginners.

Furthermore, he effectively transmits the passion he has for a technology in which he firmly believes, and loves to create interest in: he is a real



Photo: Riccardo Rigolio (right), the proprietor of Rigo, awarding a qualification certificate to a trainee.



Photo: Cesare and Fabio Arata (left) on the first day of Rigo Academy.



ambassador for Rigo®, in love with these tools.

And he's a very helpful kind of person, too, who goes out of his way to meet all his students' needs even outside the academy.

He showed us surprising effects, highlighting the unique versatility of Rigo® machines, effective on many different substrates and for many types of processes - from decorative work to industrial coating, wood paints and fine arts -.

This is particularly important for us because our customers vary greatly, also in the light of the technical characteristics of the products we offer - ranging from the more liquid impregnating agents to denser ferromicaceous products. It is also interesting to see how the presence of two distinct categories of trade customer - construction companies and carpenters - made it possible to test different types of products in varying fields, thus responding to all needs.

How are retailer-hosted Rigo Academy courses structured? The Rigo Academy is divided into three levels: basic - which we started with - and two advanced levels.

The single level lasts the whole day and includes a theoretical and a practical part, at the end of which a qualified operator certificate, valid internationally, is issued.

The basic course fully covers use with simpler products, such as glazes and impregnating agents.

Microconcretes, resins and decorative work are for advanced courses. Thanks to the way the course is organized, everyone was able to see various and possible uses of the machinery.

In general, those who participated in the training said they were really satisfied and excited to discover new work openings and options. The first course - obviously - does not fully cover the subject, but it certainly freshens your ideas and sparks curiosity: the students

were unfamiliar with the equipment and were struck by the accuracy and speed of execution, which for them translate into increases in productivity and earnings. The company asked us to keep the number of students low, because the academy is designed for a select, committed target. Being able to position ourselves as a point of reference for artisans keen on professional advancement is a real boon for us, strategically speaking. Being able to provide in-depth advice on such an interesting area as this is an important factor.

In fact, we intend to continue along this road as an increasingly well-qualified Rigo® partner! ■



Find out more about Rigo Academy by listening to our podcast:


