



A site that mirrors the company philosophy

Corporate web sites provide the most widely used and immediately accessible means for presenting a company's activities and products. Institutional presence on the Internet has become as indispensable to companies as their profiles in brochures. Such presence dovetails with today's methods of divulgation. Furthermore, online content can thus complement hard copy material.

The Rigo® site had already, for quite some time, provided considerable amounts of information, and was also constantly updated. However, the management team has decided that the time had come to renovate the site in order to respond to today's communication needs.

"Pausing to examine and reconsider our activities, to see what we can perfect and improve, is something we do periodically", says Riccardo Rigolio, managing director at Rigo®. "We realised that the site needed new design solutions to make it more immediately clear and to ensure rapid, efficient navigation. This was in line with our philosophy, according to which our equipment and machines are made to simplify users' tasks".

This is the thinking behind the new, attractive, modern site, with its elegant, neat graphics and clear, highly readable layout. Contents handling is intuitive. The site provides an abundance of information useful both for day-to-day tasks and for more

“Renovating the site is a ‘positive’ symptom. It indicates the attention paid by the company to the times we live in, and also to the marketplace. It also tells us that the company intends to establish constructive ties with sector operators and with consumers in general. Rigo® has done all this!”



in-depth study and reflection.

"Rigo®, a longstanding concern, has adopted a successful development plan based on a carefully considered corporate strategy and concrete sales policies," adds Riccardo Rigolio. "The site is a 'visiting card'. It must be able to fully convey this message. It provides visitors with a chance to see what the company is and what it does".

It may be TECHNICAL, but that doesn't mean it has to be too complicated to understand! "Our machinery and equipment are undeniably very high technical- and design-content products," says Riccardo Rigolio, "but our partners sometimes don't realise that the technical content of tools can, in itself, become an irreplaceable asset and an aid for ones work, simplifying it and ensuring higher productivity. The site was designed to more forcefully convey precisely this message".

■ **www.rigosrl.com is the new Rigo® web site** It is perfectly in line with the company's philosophy, steadily ready to notice and understand market changes and new requirements of consumers and professionals. Top right to the left of the title, the home page will introduce a fast surfing with rich and detailed contents.



A CLOSE LOOK at the site

The layout of the new Rigo® site – as pointed out above – modern, elegantly neat and immediately understandable.

Blue prevails – a colour that reassuringly conveys an impression of proficiency and expertise.

■ Home page, clarity as an invitation to read

The upper part of the home page features a slider area with a series of three large images that clearly present the company, its products and its production processes. The first image presents the three Rigo® superstar turbines, to illustrate the claim, “There’s no competing with Rigo®”. The idea here is to underscore the company’s total expertise in the field of spray painting. The second slide’s claim is “Our customers are our focus”. The idea here is to underscore the considerable attention paid by the Rigo® to its product users and purchasers. The third slide presents the Rigo® team

and its ongoing commitment to corporate success.

Below the welcoming slider area we have the highlights – the breaking-news items and the topics that we especially want to draw to the attention of consumers and operators. Vincenzo Cattaneo, sales director at Rigo® points out that the company “has also focussed greatly on the language used for the content of the various sections of the site and for the descriptions of the machines and equipment. Our highly technical jargon is strictly for the experts, but it’s often better to use immediately understandable terms in order to highlight special features and their benefits to users in terms of results”. As we delve into the site and browse down to the bottom of the home page we find a blue border that is used to present the company’s hottest products.

Below this border we have Rigo®’s social network links (YouTube, and the Facebook page).

“We’re great believers in social

networks,” says the manager Elisabetta Morelli, who heads Rigo® Italy sales and logistics department, “because we discovered that they’re an excellent tool for telling the world about our company and what it has to offer. We can therefore share in a timely and highly effective manner everything of interest to our field. And, of course, we’ve also included an operational contacts section to receive requests and provide in-depth replies“. The lower border of the home page presents all the essential information (link to company history, contacts and the newsletter option for potential subscribers). Elisabetta Morelli adds, “Over the last three years or so, we have dedicated a great deal of attention to our newsletter. It is a tool that enables us to dynamically maintain our contacts with customers through the information we provide, and make sure we’re never off their desktops. The newsletters are all stored in an archive so people can always go back to check anything they missed the first time round”.

■ Menu for seamlessly smooth navigation

A menu is included at the top of the page, above the sliders area.

The first option provided by the menu is the ‘products’ search function. This mode is for people who are already familiar with the products and who know exactly what

A BRILLIANT IDEA!

The site pages include a transversal section called 'Did you know...'. It consists in a catalogue of ideas for using Rigo® products (including alternative uses). This section is most interesting, with teasers and new talking points... The section is designed to attract newcomers and also consolidate relations with our existing customer base!



they're looking for.

When you are on the page for the product that you have searched, you'll find numbers and links to other product that either resemble or are complementary to the searched product. You will also find indications for use sectors, and, of course, download options for technical data sheets, catalogues, handbooks and conformity certificates. The second option provides a 'use sectors' search function. This function will most surely be of use to people who are not fully familiar with Rigo® but who have specific needs and are looking for solutions. The third option, 'technologies', is dedicated to people who want to find out more, and also to the real experts. Here, we find the full range of Rigo® technology topics, plus in-depth design content data. The 'company' section provides comprehensive, exhaustive

institutional information, presented on a timeline highlighting Rigo®'s growth curve. The 'FAQ' section reflects the company's orientation toward openness and transparency. We reply to all user queries and work toward facilitating all tasks and searches for information. The 'news and events' section provides back-up for the Rigo® community, to publicise what the company does and what's in the pipeline (activities and products).

■ *Iconographic apparatus, seeing is a priority!*

Today's world is more and more a world that reasons by images and visual stimuli. An iconographic apparatus (videos and photos) therefore just had to be implemented in order to enhance site immediacy and communicative capacities.

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efficiency meet

"We're very pleased with our new site. It is very much in line with the Rigo® approach. We firmly believe it will strengthen relations already under way and facilitate new contacts", says Riccardo Rigolio. "We believe the simple way we've organised it is a virtue in its own right and that it greatly facilitates our efforts to keep our users well informed on developments. Users, in turn, shall see the site as an aid for use of our equipment, and shall come to appreciate our corporate presence.

"So, once more I can express my pride in this company. The company has an impressive history. It boasts a range of technical solutions that display excellent design features and performance ratings. It has adopted a policy of focussing on consumers and also on day-to-day use of our products. Our site is now fully in line with all this!"