



Why I chose ARD  
LO BELLO COLORI (PA)

# Love their job and have the right partner!

It's really satisfying to meet professionals in love with their job, able to be skilled technicians and, together, fine translators of days and needs which are changing.

The Lo Bello Colori team, in Palermo, is just like that: enthusiastic and prepared, ready to be consultant for the most demanding craftsmen and available to teach to the less expert hobbyists.

Nicolò Lo Bello, the manager, is a child of art. The grand father -from whom he had his name - started the business more than 65 years ago in dei Quartieri street, San Lorenzo area. Then, Pino, Nicolò Lo Bello's father, took over the management with the brother Totino with the other two brothers Mario and Renato, managing the

shop, broden the range and go more deeper in the skill about paint and varnishes. Was him that intriduced our interviewee to the profession passing him his same love for the job and his same attention to client needs. A nice family story for a business that is today at the fourth generation thanks to the choice of the really young Nicolò's son - whose name is Pino, as the grand father - to entrance the family

business.

ARD Raccanello products joint this alive contest of Palermo for two years and the marriage (as Nicolò calls it as a joke!) perfectly works.

**Lo Bello Colori is a very well known reality in Palermo...**

It's true! In 2005 we opened the second shop in Principe di Scordia Street, in the heart of



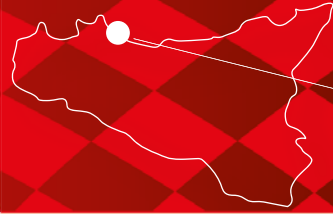
In the picture, the team Lo Bello Colori: from left, Marco Scrima, Carmelo Carrozza, Pino Lo Bello and the couple Patrizia e Nicolò Lo Bello.

**Lo Bello Colori and ARD Raccanello: a relation that works in the name of passion for work.**



Palermo, near Politeama and Teatro Massimo, with the sea and the harbour just at few blocks. In the time we bought some near warehouses in order to complete and enrich our ranges and so that to answer to our client needs.

Today we are able to satisfy every request of professionals and hobbyists with materials and products of quality and with a service which is our jewel.



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In these pages, some pictures  
of the shop Lo Bello Colori.

### In which way the service makes the difference in your business?

Our role is not only to sell but, overall, to advice, to deeply understand the requested needs and to answer to our clients as proper as possible. We like our job, we do it with love and we are glad it was perceived by all those entering the shop. We are glad when the clients return, maybe just for a coffee or to have some word: it means they were satisfied, they found what they looked for and, believe me, there is not a bigger satisfaction!

### So, to sell for you is much more than to supply a good and to be paid for this...

Of course! Nowadays are not so good and we see it: costs raise and the income remains the same, so, they spend with more



attention. So that our role is much more important, because we must lead the clients towards the much suitable products to get the desired results spending right.

### It is a way of thinking and selling that distinguishes all that work in Lo Bello Colori?

Sure. In the shop we are five and our strenght is that each of us has their skill but we can swap each other and we are all able to advice and to support craftsmen and hobbyists. Our service is fast and effective and our consultancy always available and qualified. For this we are very known in the city and in the environments, we enjoy our clients trust and we are an important point of reference. We work a lot with the construction sites doing consultant on place and directly dispatching the materials with our vehicles







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which make the service for free.

### Our way to work changes in function of your stakeholders, if they are professionals or hobbyists?

Sure, it changes because professionals speak our language, know materials, they upgrade and are able to really appreciate product qualities. Hobbyists instead have to be guided in the choice: with them every advice has to be explained telling with details product features and dedicating them all the time needed.

### AB PAINT, THE CUTTING EDGE SOLUTION

**A-B PAINT LAVABILE** is a wall latex paint based on synthetic copolymers in aqueous dispersion, suitable for painting interior & exterior walls which require an effective protection against fungi, algae & moulds. The product is washable by simply using a damp sponge. Despite its excellent washability, A-B PAINT LAVABILE features a good water vapour permeability; it allows walls to breath, inhibiting the formation of condensation, which is the main cause of mould. It also features a remarkable hiding power, good brushability & flow.

**CLEAN** is a mural paint which features an optimum breathability, covering power & a broad-spectrum of action which protects the dry film against moulds. Specific for interiors such as kitchens, bathrooms, cellars, greenhouses etc., where hygiene & protection against fungi & moulds is of utmost importance. CLEAN provides all the fundamental qualities of a paint for interiors such as an optimum hiding power, substrate adhesion, good brushability, flow & matting.

**A-B PAINT TRASPIRANTE** is a wall latex paint suitable for painting interior walls which require an effective protection against fungi & moulds. A-B PAINT TRASPIRANTE features good hiding power, optimum substrate adhesion, brushability & flow. It is ideal for environments with a high concentration of water vapour such as kitchens, bathrooms, greenhouses etc., as it boasts a remarkable breathability. The Class A+ classification guarantees the highest standards to reduce the content of volatile substances considered harmful for health/environment.

The common element to these two different approaches is the assurance to have products of quality and partner businesses able to do what they promise.

### Is it complicated to always keep the supply at an high level and to sell products of quality?

It is difficult but here the professional distributor comes, by trying to persuade that saving not always pays and the proof for a product of quality is the time. And then the trust relation made is vital: it is important shop seriousness was considered and that clients, real or potential, know Lo Bello Colori does what they promise.

### How have it started the decision to add ARD products to your ranges?

ARD is a company that puts the client at first considering their features and needs and for this do has a catalogue able to satisfy all the needs, for interior and exterior.

And then there is the important





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In the images below, two building sites made with ARD products: cycle and primer with Ardfix acrylic fixative and finish with Quarzo Antico.

aspect, really important, of the human relation created immediately with ARD sales agent and property, a relation of admiration and understanding that for us is vital. So, it is a 'marriage' really well done which will have an evolution surely positive.

**A successful choice...**

Our collaboration started in the most complicated moment - two years ago, in full pandemic time - and, for this, we are much more persuaded of ARD ability to give a perfect service. Figures and feedback got confirm us that we made the right choice and opportunities will grew. And then... craftsmen love the Indian, we notice it every day!

**In a business as Lo Bello Colori a right tinting system makes the difference...**

Sure, and among those in the field ARD tinting system can be compared to a Ferrari! Never a problem, perfect match between the chosen hues and those realized.



With the 700 colors of the last collection Tinte d'Italia we can choose the desired hue and the result is guaranteed!

sustainability is real. Knowing in details ARD project "We Are Green" we noticed the substance in the company commitment, that starts from manufacturing solutions and of raw material collection to arrive to the supply of products purposed on the market, conceived in the straight attention to the field norms dedicating the maximum attention to the great themes of environment protection.

**What is there in the Lo Bello Colori future?**

Going on to work with passion and enthusiasm, together with our clients and the companies we collaborate with. We have a lot of ideas and, among these, that of broaden much more our spaces maybe qualifying the exposition by realizing a showroom and evaluating the opportunity of a new opening. Of course with ARD!

**Thinking about future we cannot discuss referring to sustainability...**

This is a very important aspect too: in ARD sensitivity towards

