



Why I chose ARD
COLOR STORE

With ARD the partnership is a success

Color Store is located in Pontassieve, Florence district, and has been leading by the founder's family, Luigi Fantechi, since 1976.

The beautiful story of this business means family, entrepreneurial skills, human qualities and pragmatism, the same values that Fantechi has found in ARD Raccanello and which have made life to a flourished and lucky partnership, thanks to that Color Store has become an important point of reference for the stakeholders.

"In 1956 I already worked as sales agent for an hardware shop that sold paint too – tells Luigi Fantechi. In 1976, strong of the experience made, I opened my first point of purchase, in downtown, that still had the features of a no specialized shop, where

it was possible to buy home items too". While the activity grows and becomes stronger, the trade world changes and at the end of 80s the first Brico arrives in the city. The event signs the turning point for Fantechi family, that decides to strengthen its own activity by using the specialization weapon: a winning choice! "With a competitor as Brico – Luigi goes on – we only had another option: specializing to become real

expert professionals in our ranges". In 1992 Federico joins with his father and helps to develop the family company adding in the business a new product, related to key duplication, a field that requires an high specialization; moreover, he purchases another shop, next to the first one, to dedicate to paint and varnishes range.

Color Store in Pontassieve has built its success thanks to the partnership with ARD Raccanello. Here the story.



In the pictures of these pages, the new shop Color Store, a space tailor made on the professional.

"The business has been defined and organized in three sectors – Federico tells: hardware shop and key duplication, colors and home products-wedding lists. In the re-organization the hardware department could have more space available and so a more functional structure.



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In the side picture, from left: Massimo Cattelan, Umberto Tozzi, Emes Guandalini, Federico Fantechi, Claudio Gori, Pietro Tanini. Below, at right, Luigi Fantechi, the Color Store founder, with his son Federico.

In the meanwhile, thanks to the friendship and professional collaboration with Claudio Gori – ARD Raccanello sales agent – we started to expand our craftsman and painter clients and to range paint for cycles always more specific for indoor and outdoor”.

In 2016 Umberto, Federico cousin, joins the team and, also thanks to his challenge, the paint sector develops further.

“The revenue has grown and, in the meanwhile, our clients have become more demanding – Umberto says. We noticed that color deserves more: a space fully dedicated, a comfortable carpark for the handling, a bigger tinting system area, a more complete warehouse, a welcome area that let us provide consultancy to the craftsmen and which was a point of reference for them and their clients”.



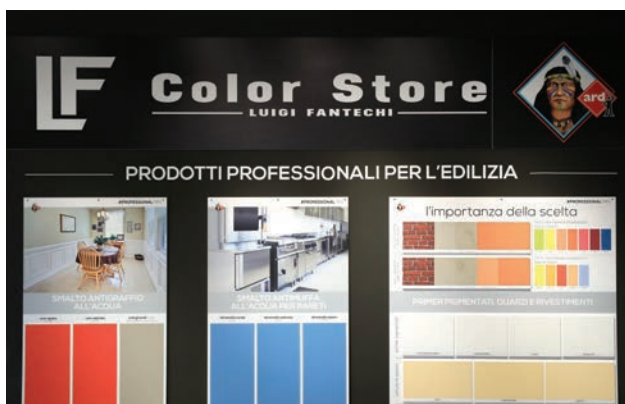
Color Store is a space really professional tailor made...

Federico Fantechi – Yes, it is the result of a business growing process and of sensitivity towards market requests. We have to consider that, from when Pietro Tanini enter the company as tinting system chef, Umberto could have more time to directly follow the construction sites, an aspect that let us evolve in quality as work volume and turnover.

ARD Raccanello has been to your side during this upgrade step...



Color Store spaces and billboards are thought to satisfy the professional needs and to host them in the best way.



Federico Fantechi – ARD has been to our side from the beginning and our growth is without any doubt to also give to the collaboration between our companies. Claudio Gori, Emes Guandalini – sales area manager – the management and the board with their professionalism have helped us in the growth and in the development of our color business, also thanks to training classes and learning sessions organized by ARD for the clients, through which we have the



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opportunity to find out updates about products and paint systems. In addition, we have a daily relation and confrontation with our sales representatives, which let us better know the market and our competitors.

With regards to the products...

Umberto Tozzi – Speaking about products we have to say the mandatory condition we want from our suppliers is always the full quality. When you speak about specialization you cannot not consider the quality of what you sell, because is a fundamental element to differentiate itself in the



market. And it is also the best way to loyalize our clients and to create an effective word of mouth.

Which is your action area?

Umberto Tozzi - We work so much in Florence where, as you well know, there is a lot of to do in building and renovation. Then we are very active in Valdarno, Chiana Valley and in the Sieve Valley.

What does the applicator search when comes in your shop?

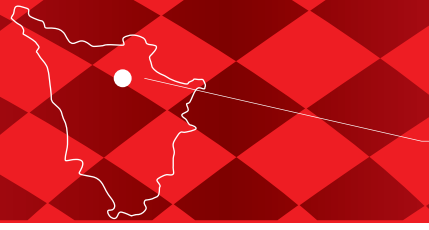
Umberto Tozzi - First of all, they look for someone who speaks their same language and who understands their needs. Then, they look for products that help in their

job and sort out possible problems. And, indeed, they need a proper welcome, of training as well and an efficient service.

How did the applicator change during time?

Luigi Fantechi – They change a lot: they grow getting different skills and making a structured and more professional activity. Today they steady look for an interaction with the distributor, that is the subject which helps to affirm their authority in the field where they work.

Which are the ARD more requested products ?



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Luigi, after almost seventy years of work, in your business there are your heirs and the results tell about a solid and flourish company: what is the secret?

Luigi Fantechi – The secret is in the values we believe, that we share with our trusted partners and that we have kept and put as basis of our professional walking and of our evolution during the years. And then it is necessary to believe in what we do: we have always believed and we strongly believe now!

Umberto Tozzi – Surely the traditional ones, for the nature of works we have to do, so, for example, the limes as Ard Lime with the soft and warming finish. Really requested are the acryl-siloxanic finish Ard Fill for its covering and filling properties and the quartzs as Quarzo Moderno for their versatility. For interior the wall paint high breathable Bianco Gentile is sold a lot, but also the washable A+ class Domotica.

How do you make a winning sales proposal in a point of purchase?

Federico Fantechi – Choosing a reliable supplier and keeping

always a full range. We have to make available what the applicator needs: for this we have to put big attention to our clients in order to know what they need to be able supplying fast. However we need to rely on a company able to support this need, generating a virtuous circle that encourages all the involved activities: with ARD all this is reality.

