



Why I chose ARD

COLORIFICIO MONTE VALESTRA (RE)

With ARD you build your professionalism

The paint shop Monte Valestra is a flourishing sales activity in Scandiano, managed by Beretti family and really deep-rooted in the area thanks to the dedicated work of the two brothers Giuseppe and Claudio, and thanks to their knowledge of market, products and clients. Their story begins in 1966 when Giuseppe and Claudio's parents start, in the near Valestra, a little production of paints and tempera. In 1990, with the arrival of their sons and their wives, the production plant has been moved in a bigger place, always in Valestra.

In 2005 Beretti family takes the decision to open a shop and, after having evaluated different

opportunities, they choose Scandiano as the most ideal place.

"We decided to make a change in our activity by opening a shop that let us give our clients more services and, overall, that made us able to boost and qualify our client range. We grew as well enhancing our preparation, becoming more professional and partners of our clients. Today we are a reference

for all the professionals in this field in our area – says Claudio".

In 2010 the third Beretti generation arrives and with them the activity grow stronger, becoming a full specialized decoration cluster.

A straight path of development also made possible thanks to ARD support, that with its range of goods and its technical consulting has contributed to boost our



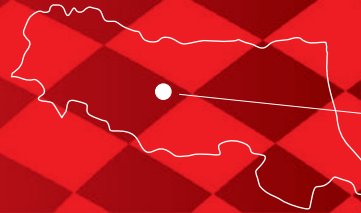
In the picture, from left, Claudio Beretti, Giuseppe Beretti, Monica Spezzani and Matteo Beretti. To the interview have taken part Emes Guandalini, ARD area manager and Daniele Cattini, ARD sales agent for Emilia area.

Monte Valestra paint shop is a sales reality thanks to ARD collaboration too!



A FAMILY AT THE SERVICE OF COLORS!

Claudio and Giuseppe Beretti are the owners and managers both of the production plant and the shop of Valestra paint shop. Their wives, Monica Spezzani and Simona Colicchia, help them in particular with the shop management. Matteo and Erica Beretti, Claudio and Monica's sons, are in the business too: the first deals with tintometric system and production, the second deals with administration and accountability. Alessandro Beretti, Giuseppe and Simona's son, work as sales agent and consultant on the building site.



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In these pages, some pictures of Monte Valestra paint shop: ARD presence as sales partner is clear in all the details.

professionality.

“From 2005 ARD is by our side, it let us give answers and solutions to each market request with the quality provided by products and services, and thanks to the great human relations too – Beretti explains –”.

Claudio Beretti, from the beauty of Reggiano Appennino – where Valestra is – you decided to open a shop in the productive and alive Scandiano....

When we decided to open the shop, we chose to stay close to Valestra, where we produce, but in a place easier to reach and more comfortable for craftsmen who work in the area. From the beginning we understood that to become a reference for the professionals, we had to make their work simple, so that our choice to open here was essential.

This let us be known and apprecia-



ted in a short time. Our consulting, then, has been really important in relations with clients, together with availability and variety of products offered.

You told that tintometric system was an important step in your activity...

Yes it was, because that's why the desire to open a shop has raised. Still today is one of the best services of the activity; together with the spectrophotometer it gets us a wide colorimetric offer.

Hues test production, the opportunity to have more colors to test before doing jobs and the certainty of a repeatable result have been fundamental elements of our success.

You have a warehouse really big and well provided: which is its



role in a market which uses more and more the tintometric system?

It always a question of balance. The warehouse maintains its importance and, indeed, we have invested in a second one. This makes us fast, it is essential not to lose one order request and makes us fundamental. Our way of working is, in facts, focused on



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service concept: tintometric system is service, so it is to have a warehouse with a good stock. One does not exclude the other.

What are the criteria you have chosen the product assortment with?

Quality before all. For us it is fundamental to offer products formulated with care, realized with selected raw materials, studied to answer to all needs of new buildings or to renew. It is important that their quality was permanent and, today more than ever, is essential they were certified because this let have access to Construction Bonus. During this year so difficult, without products of quality we would not have reached these results because in our opinion products of quality are easier to sell. It is true we have worked in this direction from the beginning: we

ARD PAINTS AND VARNISHES: "PEOPLE LIKE THEM BECAUSE..."

Beretti brothers has a very clear idea about value of ARD products: this is what they think about some of the solutions more requested by their clients.



"**Quarzo Antico** has an optimum resistance to atmospheric agents and remains unalterable even if exposed to strong radiation and extreme weather. Moreover, it is really appreciated because it removes wall irregularities and can be applied with great results even on agglomerates composed of two coat plaster work or cement mortar renders.

ARD Fill is one of our best sellers because it has a perfect adherence on supports, a notable water vapour permeability and a good water repellence with a low capillary water absorption. Its specific broad-spectrum biocides lend an effective protection against the spreading of algae, fungi and moulds. It is easy to apply and has a low dirt retention.

Ardelast is the product that reinforced our professionalism and of our clients. It is a product technologically advanced that let successfully resolve the problems of cracked wall supports. It has an optimum filling and covering power, perfectly resists to extreme weather and has a really low dirt retention.

For interiors, the super washable latex paint **Maison** is requested a lot because it has an optimum wash resistance, refinishing and covering power, it is super white, gives a mat and velvet aspect and it is perfect on plasterboard too.

Ard Paint is instead the acryl-siloxane latex paint which people really like because it is thought for interiors, but it can be applied on exteriors too, those which are not directly exposed to weather extremes, as porches and balcony. It has a good balance between vapour permeability and resistance to chalking, so that it is perfect for interiors subject to condensation.

Still, about enamels, they are all wonderful, but my prefer is **Overground**, professional water-dilutable enamel, based on particular high performance acrylic polymers, able to assure treated floors an high resistance to abrasion and footsteps, together with a pleasant satin look.

It is perfect for floors and walls because it has a remarkable adhesion also on difficult surfaces such as ceramic, grés, clinker, terracotta tiles. Moreover it is ideal for private horizontal signage in parking areas, playgrounds and tarmac in general."



have advised and followed our craftsmen and so we have retained clients.

And in ARD did you find a valuable ally?

Sure we did! We chose ARD products when we opened the shop, and from then we did not leave them anymore. They are products which meet our expectations and which have never given us problems. This



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makes us sure in proposing them and makes our clients work resistant.

ARD with its products has contributed to boost our professionalism and our reliability. And we cannot not mention the validity of ARD tintometric system: a perfect system which works with precision in creating hues and which faces spectrophotometric in a great way.

What evolution do you foresee?

We are developing complementary sectors such as, for example, plasterboard, because we believe that when the production evolves even the sales has to update. More often, in addition to painting works, jobs that deal with plasterboard are requested: so that, we have to be ready to provide this material and all the accessories that it requires. Our

desire is to open a showroom that let us give the best visibility to our products in order to get new clients. It is a project very dear to us, because we believe that it could make our offer more complete.

For this we are looking for an adapt and friendly space, that helped us to attract more and more clients to satisfy in every single need.

Who are your clients today?

The 75% of our clients is made up with professionals, small firms of craftsmen or single ones; the other is made by privates. For this we have chosen a quality assortment: professionals ask it because only in this way they are able to give the requested guarantees. Privates want a good result and for this they can spend more.



What are the values you found in ARD to which you would not give up?

In ARD we have always found professionals but moreover a real partner; for us relations are important and it is important to relate with people who also express essential values like humanity, availability and, why not, sympathy!



Above and right, two examples of finish on private building, first with Quarz Paint and second with Ard Fill.

Here on the left, a nice work in Scandiano with Siliard Paint finish.

