



Why I chose ARD

F.LLI PAOLELLI - CIVITA CASTELLANA (VT)

With ARD even more influential in the area!

Fratelli Paoelli business starts in 1902, four generations ago and forever, in the area between Rome and Viterbo, it stands for professionalism and total competence on sales of materials for the construction and recovery of public and private buildings.

“Alezzario Paoelli was the shop business founder – Paolo Paoelli and Filippo Filippi tell – with a point of purchase in the downtown of Civita Castellana, Viterbo province. In 1922, Ulderico Paoelli moved the business in the suburbs – in that time – where we are now: the business had focused on the sell of heavy construction materials as

iron, wood, bricks, steel, quicklime. Big spaces and proper machines for handling were needed and this has always been an ideal place for materials storage, the logistic stuff and for a convenient consumer approaching”.

In the postwar period the Paoelli, always ready to catch the opportunities offered by the

economic climates, took advantage of the construction boom, getting their business even more wealthy and their materials knowledge deeper.

“Our material range have been differentiating: specific materials for recovery and renovation have been added to construction ones and our product mix has grown,

Fratelli Paoelli in Civita Castellana has a reliable ally for the color selling: ARD!



Giancarlo Bonamin, Filippo Filippi, Domenico Paoelli, Paolo Paoelli and Giulia Moch.



integrating more technical product too, as paint – go on our interviewed-“.

Demonstrating once again to be able to manage market changes, the Paoelli extend their activity with ranges from light construction and professional decoration.

Under the guide of Domenico Paoelli in 1982 a new shop was opened in Nepi; then a



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On these pages, some pics of Paoelli paint shop in Civita Castellana.



third one was opened in Fabrica di Roma. In the entrepreneurial and commercial walk start to enter professional paints and varnishes and the Paoelli find in ARD the ideal partner to become a referent in this product segment too. Paolo Paoelli and Filippo Filippi, both representing the fourth generation, tell about it.

Paoelli enterprise's story is interesting and iconic of a trade and product evolution which is logical and consistent...

always newer and more and more responsive to the new needs.

This is the case of professional paints...

Yes, because we understood to have all the requirements to supply these finish products too, and to support the building sites from the opening to the end. Immediately we decided that if we had been closer to paint world we have had to do it following the same logic used for the other supplier: choosing the best and approaching this field with maximum professionalism.

And so you chose ARD...

We needed a partner with a strong value who could contribute to strengthen our business and to keep the influence we got on field. In ARD we found all this. ARD catalogue was born from skills and seriousness, which are expressed in the study and selection of raw materials, in the innovation mood, in the steady experimentation, in the big knowledge of the supports and ideal conditions for application, in the quality production perseverance and in the attention to client needs. All this is for us an assurance for our clients and



We have passed through more than a century of history and have followed the sector evolution adapting our business and enhancing our knowledge according to what was happening around us. All this made us a safe referent in the area and let us build our longevity working with success and satisfaction. The attention for evolutions in the construction field took us to insert materials





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let us propose as a reliable partner and supplier in every situation. However another aspect persuaded us.

ARD story seems a bit our.

It is the story of a family with a great feeling for work and business which acts with professionalism, seriousness, substance but at the same time is able to show itself friendly and almost familiar in the relations. That's why we felt on the same wave and wanted them as partner for color!

Insert paints in own ranges it is not a piece of cake...

It is true, because it deals with technical product and you have to know them properly to be effective in the selling. So we chose to hire a dedicated person – Giancarlo Bonamin – already trained, with an absolute skill and a really deep knowledge.

We think for paints, even more

than for other items, the choice of a product had to come out from the interaction between who will use it and who sells it, so that the purchase was the most matched according to the general needs of our client, that we have to prepare using in the best way the high quality products we offer. Indeed, in the consultancy on paints the tintometric system has an essential importance too.

How did the presence of paints change your business – if it has done this?

The distribution of our revenue



changed, because the quote more important did move on the consumption of paints and for light construction. About clients, we would like to work to increase the number of private consumers, who now are less than professionals. We have inserted new items, as resins and decorative products.

We would like to organize a showroom to become a referent for the clients of our clients. So, we want to widen the credibility we built during the time also to individuals and products more specifically for them.

How was greeted ARD brand by your clients?

Very well, because they already knew it and appreciated its quality: one more reason to choose ARD. It can seem banal and taken for granted but a quality product and, overall, of a steady quality which lasts during



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On the left pictures, a work made with Pigmented sealer **PRIMER RIEMPITIVO COPRENTE** and finish **QUARZO ANTICO ANTIALGA 4272**. On right, a building made with Pigmented sealer **PRIMER RIEMPITIVO COPRENTE** and Finish **QUARZO ANTICO ANTIALGA col. Dolomiti 17**.



time, is the best ally in the sales, the best warranty to keep clients and to increase them.

How much training is important for people who sell paints? And for who applicate?

It is fundamental and has become more and more important to use in the best way products with an high technical content and that for this have to be known by who sell and who use them. Thanks to training it is possible to raise the field culture too and to push the consumptions towards quality products.

In a world where competition is not only "physical" but



also "virtual" – for example, with e-commerce with regards to sales, or with blogs with regards to competition – what do you think your best weapons are?

For a business as our it is essential to know the competitors and to use all the means to



communicate, but we believe that our capacity to interpret client needs and to be flexible are fundamental to differentiate from companies which we are in competition with.

Which are the ARD products preferred by your clients?

MAISON is a really popular wall paint because it works very well on civil plaster, has an optimum covering power and whiteness and it is perfect on precast panels, plaster of Paris and plasterboard.

ARDTOP is the acryl - siloxanic super popular for the resistance, for its A+ class position and the optimum aesthetical result, soft, matt and velvety.

QUARZO ANTICO is chosen for the resistance, the application, the workability, the unalteration of hues and the filling power. **ARD FILL** is another product which we sell well for its excellent resistance to extreme weather and atmospheric agents and for its anti-algae and anti-mould features.



Other 3 works signed by ARD products.

On left, consolidating insulator **ISOLEX W** and Finish **QUARZO ANTICO ANTIALGA col. Trevi 8**. On right, Acryl – siloxanic pigmented primer **RASANTE A PENNELLO** and Acryl – siloxanic anti – algae **ARD FILL**. Above, Acrylic sealers **ARDFIX** and Finish **QUARZO MODERNO**.

