



Why I chose ARD  
ME.BI.COLOR

## ARD, open a shop with the right partner

Erika Mendola is a young entrepreneur who decided to go into business in the world of paint products alongside her partner, Pietro Cartina. Ms. Mendola was supported in this decision by her father, Francesco, himself boasting a lifetime of experience in the world of color with an extensive understanding of ARD products.

### How did Me.Bi. Color get started?

**Francesco Mendola** – My career in the world of paints and varnishes began when I was 17, when I moved to Milan from Gela and began to work as a painter.

In Rosate, just outside Milan, two young entrepreneurs launch a paint and varnish shop. The right partner? ARD!

Following my obligatory military service, I returned to Milan with renewed conviction, ready to start my own company. I achieved my goal at 23 when I opened my first business with two employees. Over the years, the company steadily grew, becoming a limited liability in 2004. This growth and evolution have allowed me to specialize in building renovation

and maintenance contracts for large buildings. Thanks to this transformation, we now have 15 employees.

We now work in Milan and the metropolitan area. With the help of my collaborator, I handle commercial aspects and finding new projects. Fortunately, having satisfied many clients means we can also rely on word-of-mouth to bring us new opportunities.



In the photo, from left to right: Pietro Cartina, Massimo Cattelan, Erika Mendola, Emes Guandalini, Ivana Mendola, Gianluigi Corona and Francesco Mendola



### Then you got this idea to start a company...

**Francesco Mendola** – Yes, this was another dream I had been kicking around for some time, a dream I shared with my daughters with whom I share my passion for the world of color. Obviously, opening a store right now is brave, but I did it alongside my family with determination and enthusiasm in synergy with our construction company.



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A spacious and organized shop with impeccable customer service: at Me.Bi. Color everything revolves around the client!

My daughter Erika runs the shop with Pietro Cartina, while my other daughter Ivana takes care of administration.

### What criteria did you take into consideration while designing the shop?

**Erika Mendola** – Starting from scratch is complicated but stimulating: we relied on my father's experience as a starting point, documenting and studying the market through direct experience, exchanging information with other companies in the sector and taking advantage of suggestions received through our constant use of social media and the web.

We are truly proud of our work, especially in light of the fact that we are ready for anything the future holds, be it change or expansion.



**Pietro Cartina** – We have designed our business to the needs of our clients: painters and private customers. We have divided our floor space to display products by category, allowing our clients to easily find what they are looking for. Shelving and displays are arranged to create an easy flow for browsing and selecting products. Our shelving is also modular, allowing us to move or widen them to make space for new proposals. Having such a large space, in the future we would also like to create a showroom or a classroom space to offer lessons or to demonstrate techniques.

The area dedicated to the paint mixing machine is set apart, but easily visible, to create the perfect space for preparing and storing custom-made paints while simplifying and speeding up work for both our customers



and our team.

The upper level of the shop, inspired by balconies, displays fine art products and school supplies for private use.

On the outside we also have a wide parking and goods handling area. We used all the communication tools provided by our suppliers such as posters, forexes, totems, signs, and we



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also realized ourselves all the panels of the decorative products.

**What criteria did you follow in choosing your products?**

**Erika Mendola** – First of all, we chose prominent brands to help us establish our reputation as a serious, trustworthy company with high quality products. We believe that a respected and renowned producer is in perfect synergy with our work philosophy, in turn allowing us to satisfy our clients.

**Among these product lines is ARD...**

**Francesco Mendola** – Of course! ARD has been with me



**AEDILIA SUPERSTAR!**

“Aedilia is a great product at a great price,” says Francesco Mendola. “I have used it for several years and I have yet to have a problem or complaint. High quality materials and the perfect formula make for great performance: Aedilia is the perfect expression of ARD’s corporate and production strategies.”

since I launched my company and over the years, their products have always met my expectations and needs while improving to respond to new construction technologies.

**Erika Mendola** – ARD is a great brand with a vast catalog of high quality products: Emes Guandalini and Gianluigi Corona, execu-



tives from the Padua-based company, lent us their expertise in choosing our products, in laying out our store and in promoting ourselves!

**How would you describe ARD products?**

**Erika Mendola** – The performance and the content of the products are exactly as marketed and promised.

**Francesco Mendola** – Since I started in the sector, the products have changed so much, becoming increasingly advanced and specific. ARD has kept up with the times, and in several occasions, they have paved the way with innovative



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Our private clients include architects and designers who also offer us new business opportunities.

We are also working on organizing lessons and refresher courses, even for building administrators, to hold right in the shop. **Francesco Mendola** – No matter what, we want to stand out by offering increasingly specialized products. We want our business to grow with the right volume and margins, and that the shop becomes known in the sector for the professionalism and knowledge of our staff as well as for the products that we offer. We want our store to fully represent who we are as professionals.

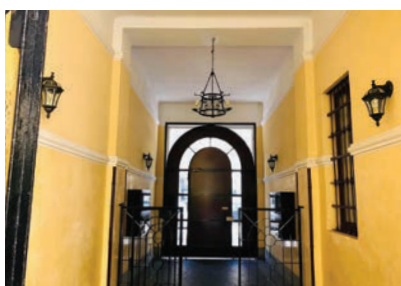
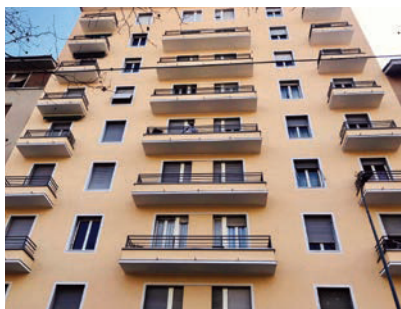
and unique products. Today ARD's products for both interiors and exteriors are testimony to the company's professionalism, while remaining easy to apply.

**The shop has been open just a few months, what can you tell us so far?**

**Erika Mendola** – Professional painters are our core business.

We have been able to gain their trust, even if it was not always easy to change old habits. However, with our assortment and our dedication, we have been able to satisfy all their requests.

We are also proud of our work with private clients and hope to make new connections through our latest marketing campaign.



Painters, architects, designers and homeowners can rely on Me.Bi Color as a partner that is capable of satisfying any renovation need with ARD products, renowned for their high quality and beautiful results.

