

10 / 21 / 2010

Robe Roadshow in France

Robe's International ROBIN Roadshow visited France, hosted by Paris based distributor Axente and presented in their showroom by Ingo Dombrowski, Robe's key account manager, Europe.

The 2 day event highlighted the new ROBIN 600 Spot, Wash & Beam fixtures and the full ROBIN 300 Series, plus the new ROBIN LEDWash 600, all of which attracted an enormous amount of attention from visitors, which included representatives from the top 20 French rental companies, leading theatre professionals and several theme park and visitor attractions managers.

The features making the ROBIN LEDWash stand out from the rest included its bright output, low power consumption, the quality and range of the colours - which includes a fabulous 'real' white, the impressive 15 - 45 degrees linear motorised zoom range and its flat beam field.

Reports Dombrowski, "Everyone was pleased to see the products and how the technology is progressing and being used innovatively. The Roadshow format is an ideal tool to get seriously interested - and therefore the right - people close to the fixtures in an atmosphere where they can receive full attention."

He adds that it also demonstrates the close and fertile relationship between Robe, its distributors and end users, all of which helps promote the honest feedback which keep the product lines developing with constant referencing to what people and the market is demanding.

"The most important role of the event was to showcase new fixtures, specifically the LEDWash 600" concludes Dombrowski, saying that it was a great success, reflected in the fact that some were prepared to travel long distances to attend.







