

7.1.2014

# Robe Provides LED Solution for Magnetic Storm

## Products Involved

**ROBIN<sup>®</sup> DLS Profile** **ROBIN<sup>®</sup> DLX Spot**

Magnetic Storm is a technical solutions provider and rental company based in Port Elizabeth, South Africa.

The company that has been running successfully for 33 years servicing a wide range of high quality corporate clients and live events, and is the oldest established and also the largest such operation in the Eastern Cape region.

Magnetic Storm originally invested in Robe moving lights – the 575 series – some years ago, which have proved reliable and solid for many years done dealing with Magnetic Storm’s busy schedule of events.

When the time came to upgrade with the latest technology, they decided to go with LED and purchased four Robe DLS Profiles and four DLX Spots from Robe’s South African distributor, DWR.

LED was chosen because its good value, longer lamp life, lower ongoing maintenance and expedient power consumption made good sense economically and environmentally.

Glenn van Eck, CEO of Magnetic Storm states, “Robe offered by far the best option at the right price” and adds that it is a “Recognized professional industry standard brand” in addition to highlighting the excellent service and support from DWR which is “Always good ... and another reason to buy Robe”.

Although making events ‘greener’ has not been at the forefront of the market in the area, he says that they are aware that as a leading company, they do have responsibilities to protect the environment and reduce their impact upon it where possible.

Magnetic Storm’s crew are also very proud to be working for the first company to have this technology in the area, and one of the first events on which the new fixtures were used was the Nelson Mandela Bay Chamber of Commerce Annual Banquet.

