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Robe Italia is launched

Robe Showlighting – the Czech moving light manufacturer – continues to establish new subsidiaries around the globe, with the formation of ROBE ITALIA SRL. This is a joint venture between Robe Showlighting and SR Consulting, Robe's Italian distributor. Robe Italia will supply all Robe products into the vibrant Italian market.

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Robe Italia is headed by the charismatic Simone Rodella and is based in Castel Goffredo – alongside the vast majority of Italy's prolific Italian moving light manufacturers!

The move follows the recent launch of Robe America, and last year, the appointments of key distributors like LMP in Germany and Coe-tech in the UK.

Robe's Josef Valchar comments, *"Robe Italia was the best choice for moving the Robe brand forward in the Italian Market."* He feels that customers like to see the factory behind a product – specially in Italy, with it's high concentration of home-grown moving lighting manufactures!

"Robe Italia gives us all the advantages of working in close collaboration with an experienced and knowledgeable distributor. We can be closely involved with their decision making, while they have all the benefits of Robe's worldwide marketing resources" continues Valchar, *"We look forward to Robe Italia expanding Robe's presence in the highly competitive Italian market"*.

Robe Italia's Simone Rodella says, *"The features, build and engineering quality of Robe is excellent, and the fixtures are priced exactly right in terms of value for money – I am very confident of our success"*.

Until last year, Robe Showlighting was well known as an OEM manufacturer and a supplier of many of Europe's leading moving light brands. Since deciding to launch a direct sales operation in Spring 2002, Robe has been expanding rapidly on all fronts, and is establishing a worldwide dealer and distribution network.

Robe's extensive range of moving light products are suitable for a wide spectrum of entertainment and leisure applications – from architectural to live performance, from installations and industrial shows to retail and clubs.

This press release was issued by Louise Stickland on behalf of Robe Showlighting. For more info, please contact Louise on 44 (9)1865 202679 or 44 (0)7831 329888 or E-mail: louise@loosplat.com.

