

21.9.2009

# Robe enjoys amazing PLASA 2009

## Products Involved

CitySkape 48™   CitySkape Xtreme™   CitySource 96™

ColorSpot 1200E AT Profile™   ROBIN® 300E Wash

Robe enjoyed an amazing PLASA 2009 exhibition at Earls Court Exhibition Centre in London, UK.

The many highlights of a fast paced show included winning a PLASA Innovation Award for the ROBIN Plasma Spot & Wash 300 fixtures.

The eye-catching Robe booth - again designed by Nathan Wan from Robe UK - was exceptionally busy throughout all 4 days of the show. The quality of the visitors was generally high, and there was a great interest in all products, but particularly the new ROBIN series and the Digital series.

Robe launched several new products at PLASA 09 - all the results of some highly proactive R 'n' D - and notably the incredible ROBIN Series. This new range sees Robe embracing the "Green" route, and utilising 'smaller, lighter, brighter' environmentally efficient technologies like the LIFI (light fidelity) plasma lamp at the core of these compact units.

Once again the Sunday night Robe party at the Café de Paris in central London was being talked about as THE social event of the show. It attracted record numbers of revellers who engaged in Robe's hospitality plus superb live entertainment from the house jazz band and a lively can-can dance troupe! Those wanting to chill following a hectic first day at the show could enjoy a relaxing massage from a team of professional masseurs on hand through the evening.

Robe's famous hospitality was also in full swing on the booth, with a Happy Hour for the last hour of the show, which pulled even more people into an already packed booth to enjoy the excellent vibes.

Robe UK's Mick Hannaford commented, "I think the organisers did a great job of presenting a good exhibition at a very challenging time. Everyone is talking positively, and we did some real business, actually taking orders on the stand. I am so impressed with the results that I re-booked during the show and we are already planning for next year".









