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## Robe Starts 2025 Strong

Czech-based lighting manufacturer Robe lighting s.r.o. enjoyed its best ever year in 2024 and is expecting 2025 to be a continuation of that busy and successful trajectory.

### Expansion

Robe starts the new year with an expanded factory premises, ramped up production capacity and a strong and innovative product portfolio – proudly made in Europe – looking ahead to a year filled with positive energy and great results.

The factory in Valašské Meziříčí has nearly doubled in physical size to 130,000 square metres through the latest phase of its development, one of several elements helping Robe to boost production there at its HQ and also at its Karvina plant.

The total output has increased by 100% since 2019.

### Outstanding Products

An outstanding array of current Robe product ranges include the fully weatherised iSeries for any outdoor event, concert or performance and the T-series which is optimised for theatres, TV's and indoor installations. Both series use the TE technology (Transferable Engine) – with fully interchangeable and replaceable LED engines.

The most recently launched products include the laser-sourced iBOLT – the first genuine replacement for retro 7K+ searchlights – the much-anticipated LEDPointe, the all-new SVB1 and SVOPATT fixtures, together with T.5, iT12, T15, T32 and iSpiiderX.

These new luminaires will shortly be joined by six more new and highly innovative products that are already planned for release during 2025.

### Innovation

Robe's intellectual property and invention is protected by patents, with a minimum of 10 patents being filed every year. Over 20 years, Robe has established a robust patent portfolio of more than 130

patents issued or pending in the US, EU and China.

All Robe products are designed to offer an outstanding ROI (Return On Investment) with 7 -10 years of product longevity and sustainability in production. This represents huge value for end-users and investors, and the products also retain a high re-sale / second-hand price.

An active period of acquisitions over the last 18 month means that The Robe Group can offer complete lighting system solutions, from moving lights and LED luminaires for all applications - entertainment through architectural - to lighting and visual media control and integration, power supply and smart distribution.

## **Independence**

From the start, Robe has been a fully independent, family-owned-and-run business - and that is how it will stay!

The senior management team is highly accessible to customers and passionate about developing and growing the people-centric company culture that has defined Robe since its formation in 1994.

Independence has helped Robe to be commercially agile, quick, decisive, and proactive in all areas of its worldwide operation, as well as helping maintain key relationships, and ongoing communication strategies that evolve with the times.

Robe is also very committed to its local community as one of the largest employers in the beautiful Wallachia area of the northeast of the Czech Republic.

## **Sustainability**

Sustainability is right at the heart of the company and has been for many years already.

Robe was an early adopter of this mindset, taking the initiative on environmental impact in the production process way before it became an industry trend or requirement!

The main factory buildings now have nearly 2000 photo-voltaic panels on the roofs with installed power of 1.1 MW peak, which can generate up to 70% of the energy needed to run production.

Large investments have also been made into electric vehicles and emission reducing transport options for staff.

Robe's ever-increasing factory footprint is developing 'brown-field' land along an industrial strip on the outskirts of Valašské Meziříčí, and the latest construction work includes the creation of an 18 x 12 metre green façade on the front of the main building, with several supporting green columns down the side of the new building, all filled with 700 square metres of living, breathing, plant life.

This looks fantastic, has a natural empathy with the local terrain and underlines Robe's commitment and dedication to innovation, creativity, people, great teamwork, and respect for all living things.

## Showtime

Robe will be participating in all major trade shows, expos and industry events through 2025.

These will be a hub for meeting distributors, customers, users, designers and other industry professionals, and a showcase for all new products to be presented as well as featured in Robe's live production shows, which are a highlight and hit for every major exhibition.

The first large scale exhibition for Robe will be ISE in Barcelona in the first week of February.

Robe wishes everyone a Happy, Healthy, Peaceful and Prosperous New Year!

Photos: courtesy ROBE lighting s.r.o.

