

Busy Robe at Frankfurt

26 March 2012



Robe lighting enjoyed its busiest and best Prolight+Sound exhibition (in Frankfurt) to date with a record number of deals closed, plus a phenomenal interest in its progressive, forward thinking ROBIN product rangeas well the launch of five innovative new fixtures at the show.

The stand took on a very distinctive appearance.

No-one could miss the giant set of Newton Balls suspended above the reception area which became a great talking point, spawning hundreds of quips generally about 'having the balls'!

Nathan Wan's vibrant and lively lighting design for the booth utilised nearly 300 of the latest Robe fixtures and featured a metal-tastic 'wall-of-death' effect, with some serious metalwork in the roof and serious impact on anyone walking Hall 11 – who could not fail to catch the action!



Over 60 Robe

representatives were present on the stand from all over the world. Together they formed a truly multi-lingual sales force reflecting Robe's global profile and the sheer numbers of international visitors to the show.

The booth was rammed full throughout all four days of the exhibition, from, the moment the doors opened at 9 a.m. to well after closing time. Robe's Happy Hour kicked in at 5 p.m. producing an enthusiastic after-party atmosphere where all could enjoy the famous Czech hospitality..

In addition to the lightshow, the inviting open plan stand layout made it even more accessible and attractive. Being opposite the booth of German distributor LMP also meant that strategic product placement created a tunnel with Robe on both sides of the aisle, which was handy to handle the constant overspill of people on the booth!

The five new LED based innovations in the ROBIN series all received huge interest, specially the super-speedy, very cute – and long awaited – LEDBeam 100 and the high powered DLX LED spot and DLF LED fresnel wash.

Everyone loved the LEDBeam 100 for its speed, size, performance and excellent price, which are set to make it another best seller for Robe.



The DLF is ideal

for theatre and television applications with its fresnel lens, smooth homogenised lightsource, beam shaping module and highly flexible 5.5 – 75 degree zoom. The DLX Spot has all the features expected from a premium spot fixture, while the Actor 6 uses the benchmark technology of the LEDWash 600, which is presented in a new format perfect for theatres, TV productions and all types of fixed installations.

The LEDWash 800 is another step forward in this leading series of luminaires in which Robe is pushing the envelope of quality LED lighting design.

The big balls signified the 'Don't Stress About Lamp Costs' strap-line, reinforcing Robe's commitment to offering a three year or 20,000 hours lamp life warranty on all its DLX and DLF products.

The Czech beer proved almost as popular as the products!

Over 150 litres of Pilsner Urquell were consumed in the first Happy Hour resulting in additional supplies having to be rushed in.

Many major deals were closed at the show. Two full containers of equipment were booked, destined just for Brazil, and over 250 Robe ROBIN fixtures were specified for an upcoming project in China. Big sales contracts were also confirmed in Russia, Mexico and the Middle East, again reflecting the diversity of high quality international visitors at the show.



Robe's nightrider

crew bus concept returned this year by popular demand!

Parked right outside the hall in the public area, it was available for everyone to take a look and enjoy the experience. It also provided some brilliant high-impact ambient branding!

After the show, the bus, together with two others, left for Prague and then on to **Valasske Mezirici** and Robe's factory in Moravia, all fully loaded with Robe guests who rock 'n' rolled it to the Czech Republic, closing the most successful trade show ever show for the company with great flair and style!

