

## Robe Announces New Mexican Distributor



***left to right Josef Valchar (CEO Robe lighting s.r.o.); Enrique Patiño (Commercial Director at Showco), Guillermo Traverso (Robe Regional Sales Manager for Latin America), Enrique Lask (CEO of GTM Holdings) and Harry von den Stemmen (Sales Director for Robe lighting s.r.o.)***

Robe announces a new Mexican distributor – Showco – a well-established and connected company headquartered in Mexico City and with sales offices in Monterrey, Guadalajara and Cancun.

Guillermo Traverso, Regional Sales Manager for Robe in Latin America comments with a large smile, “It is my absolute pleasure to be working with these bad hombres!!! I am certain they will have great success in building our brand and taking it forward in this vital and highly strategic market”.

Harry von den Stemmen, Sales Director of Robe s.r.o. adds, “Mexico is a key market both as a gateway between the U.S. and Latin America, and due to its vibrant live music and entertainment scene. It is also highly competitive, and we are confident that Showco will offer us a strong and stable sales and marketing platform to

further establish Robe as a primary choice for rental companies and lighting professionals throughout Mexico”.

Robe chose the eve of the 2017 Sound Check Xpo in Mexico City as the backdrop to make this important announcement.

As the region’s most important annual entertainment technology trade show, over the next three days, most of the key players in the Mexican market – and many other Latam countries – will be visiting. They can chat with the Showco team and see a range of Robe products in action in Hall Olmeca II, which will include the best-selling Pointe, the signature BMFL series, the new Spider LED wash beam, the Spikie and many others.

Showco was established in 2002 as a distribution company focused on the professional and semi-pro lighting markets. Success with a number of premium lighting brands led to an expansion of the range to include rigging products, with audio added to the portfolio a little later. The company is owned by GTM Holdings and currently has around 45 full time employees – including sales, tech support engineers and service and warranty technicians – across all the facilities that include eight nationwide service centres.

Customers can visit their own “Showco Shops” in downtown Mexico City, Cancun and Guadalajara where they can receive training with specialised engineers and benefit from a demo area to “play” with the products.

Enrique Lask, CEO of GTM Holdings comments, “We feel we offer one of the best professional live entertainment distribution operations in Mexico, working with the top brands, so Robe – currently among the worldwide leaders in the world of moving lights – was a natural complement. It’s a win-win scenario!”

Enrique Patiño, Commercial Director at Showco added, “I have long admired Robe’s product and their reputation for uncompromised performance. To have the opportunity to represent such a brand is obviously an honour and I am extremely excited about this new enterprise”.

Enrique Lask reiterates that Showco has excellent penetration across all the market sectors – from the highly visible live entertainment and concert touring to theatre and TV productions and all types of venues and installations.

He also feels that Showco has broken the price-driven paradigm that has dominated the Mexican market for so long with “many years of providing top-notch technical support and a streamlined and specialized service”.

Showco is a firm believer in face-to-face contact to build and maintain relationships. The company and its staff engage in regular trade shows, product road-shows and dedicated one-on-one demos. It sponsors and supports selected iconic events, is conspicuous in the relevant industry-related printed and online press / publications and has an active social media presence.

Enrique Lask concludes, “In Robe we have a full range of great products to cover all markets ... and a serious and highly-respected brand and team who will fully back us up. We look forward to a productive and highly successful working relationship with Robe for many years to come”.