

Robe restructures for the future

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Czech Republic based moving light manufacturer Robe lighting announces a series of new appointments in a planned management restructuring exercise designed to position the company for a new decade of growth and expansion.

Robe lighting has a new Operations Director and Sales Director, while LED manufacturer and sister company Anolis gets a new Sales Director.

"This will help take Robe lighting to the next level of innovation and service



CEO Josef Valchar.

quality and excellence, and continue the trends of so successful," states Robe lighting owner/founder and

Harry von den Stemmen Harry von den Stemmen takes

the position of Sales Director at Robe lighting. Von den Stemmen has been part of the Robe management team for the last 7 years as International Sales Manager.



Robe lighting is developing

the worldwide distributor network which now spans 120 countries.

John

Saunders John Saunders becomes Sales Director of Anolis. Saunders has been Business Development Manager for Anolis since its launch in 2005. With the massive increase in demand for environmentally conscious and sustainable products, Anolis has always been at the forefront of the LED revolution.

As dedicated Sales Directors for each company, von den Stemmen and Saunders bring their energy, experience and expertise from their respective industries to the top of the management structure. They will focus directly on the market globally, continuing to 'push the envelope' of innovation and retaining their



Adrien Trecek Adrien Trecek joins the Robe management team as Operations

Director. running of the appointed in Roznov p.R., and be involved in overseeing the efficient and smooth operations including logistics, the production process and the factory. Prior to joining for Robe as a consultant for two years and brings fresh ideas and



insight. **Ladislav Petrek** This will enable Robe & Anolis founders and owners

Josef Valchar and Ladislav Petrek to concentrate on major objectives including future strategic planning and product development, creative engineering and R 'n' D, plus key initiatives like consolidating the Robe and Anolis patent portfolios. They will also continue the lively programme of research into future technologies – seen



Josef Valchar

The restructuring follows the recent physical expansion of Robe during the latter half of 2009. This included a 3.5 million Euro investment in constructing a completely new Logistics Centre and doubling the warehouse space to nearly 4000 square metres, together with the creation of a purpose-built Plastics Moulding Centre equipped with all necessary state-of-the-art machinery. Robe also acquired PCB production company Dioflex, previously a long term electronic parts supplier.