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Robe Show Lighting at Palme 06

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As in previous years, the Robe booth was built by Nemesis Events, Robe's local partners for the PALME show and also for the recent Robbie Williams concert at the Nad Al Sheba Racecourse in Dubai. This preceded the PALME show by 2 days and attracted huge international interest.

With their brand meanwhile firmly established in the Middle East, Robe's CEO Josef Valchář and International Sales Manager Harry von den Stemmen enjoyed the opportunity to personally engage in business with distributors and customers.

The proximity of the Robbie Williams concert this year made a real difference. Many industry individuals and companies took the opportunity to see the show – designed by Al Gurdon and directed/operated by Richard Gorrod, featuring over 150 Robe moving fixtures and a full lighting rig supplied by Blackburn, UK based HSL.

Following the event, many visitors also checked out the Robe equipment close up on the show floor. Stars of PALME were undoubtedly Robe's ColorSpot and Wash 575 and 1200 luminaires which had – once again - performed flawlessly at the Nad al Sheba racecourse. Much interest was also shown in the Stage Banners and Media Spinners and in the DT 5000 digital projector. In addition to these, Robe's entire AT range was on display, alongside the new LED Blinders and the Anolis range of architectural LED products.

The booth was designed and built in keeping with Robe's well known exhibition 'house' style, complete with rotating Robe banners and plasma screens, and the AT series fixtures showed off their fabulous gobo projections on the semi-transparent screens at the top and to the rear of the booth.

Harry von den Stemmen commented, *"It was essential that we brought our most important products to the exhibition - for those who did not have an opportunity to see them earlier this year, and also to show continuity in the marketplace. Our business is growing steadily in the Middle East and we have some serious deals and projects upcoming! We had a great*

team here at PALME 2006, V.V. & Sons, Nemesis, HSL and Robe. I think we all proved how well synergy and like-minded people can work together!"

However annoying the noise levels in the hall became, the tables and chairs on the Robe booth were always occupied. *"This year, we've completed lots of business and shaken lots of hands – both inside and outside the exhibition hall,"* said Robe's MD Josef Valchář, *"I simply wish there were more hours to the day!"*.

Also active on the Robe booth were the helping hands of Louis Teo from Robe SEA and Cuono Biviano, Robe's Australian distributor.

For more press information on ROBE please contact marketing department on e-mail: marketing@robe.cz.



