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California dreamin'...on such a winter's day

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It was difficult to imagine how we'd spend the next couple of days in the dark Arena hosting the lighting section of show, with those clear blue skies outside and a temperature simmering like early summer.

For Robe America – located in nearby Bell – the exhibition was almost in its back yard, and so Robe used NAMM as the ideal opportunity to boost their US market penetration in the MI sector. The show enjoyed record high visitor numbers, and the Robe crew and their sales reps were busy all day long.

Both Eastern and Western US territories were on the booth in support – in the form of Michael Carattini (East) and Ron Ramirez (West), and Robe Show Lighting's International Sales Manager, Harry von den Stemmen, used the opportunity to meet customers from South America and the Caribbean.

Josef Valchar, Robe's General Manager, also spent several days visiting Robe America's LA office, dropping in to the show to meet with his customers at the booth during daytime, whilst enjoying an active social schedule in the evenings. The nights saw a steady trail of crews, dealers and customers mingling in the hospitality suite for food, drinks, information exchange and social intercourse in the nearby Coast Hotel.

Even Randy Wade, Robe America's Special Projects Manager, took some time out from his busy world of touring and production liaison, to spot talented potential new beneficiaries of Robe's continuing policy of cooperation with musicians and bands.

For more press information on Robe Show Lighting, please call Louise Stickland on +44 (9)1865 202679 or +44 (0)7831 329888 or E-mail: louise@loosplat.com.

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