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## **Robe Has Top Show at Soundcheck 2011, Mexico**

Robe supported its Mexican distributor Top Music at the 3-day 2011 Soundcheck expo, staged in the World Trade Centre, Mexico City.

Top Music from Mexico City have exhibited at the show many times before, but this year was their first with the full Robe support package and team, which included Sales Director Harry von den Stemmen and Latin America Regional Sales Manager, Guillermo Traverso who is based in Uruguay.

The busy show is the main trade expo in Mexico, and is organized by leading technical production magazine, Soundcheck.

"The exhibition was very crowded and had a real buzz," commented von den Stemmen, so there was a constant flow of people to the stand. They met with lots of high profile current and potential customers, including members of Latin rock megastars, Mana from Mexico, and another leading Mexican band, Banda el Limón.

It proved an ideal opportunity for the Robe team to spend time with Top Music and discuss the new products - with the ROBIN series and it's greener lighter, brighter, less power philosophies - very much at the forefront. It also offered Robe a valuable insight into the needs of customers in the Mexican market, which has been a steady success for the brand.

The hectic schedule included additional meetings with clients both before and after the show. "It was really important for us to be there and meet the end-users and current and future specifiers direct," confirmed von den Stemmen.

Product wise, the ROBIN 600 LEDWash was - again - the superstar!

A substantial quantity of LEDWash 600s was just arriving at Top Music for the Mexican market during the show "as if by pure coincidence, somebody had foreseen the demand", von den Stemmen remarked! These were all sold by the end of the first day of the expo .... with more on order to fulfill the sales confirmed on days 2 and 3, which will send the total LEDWash sales for Mexico over the 100 mark.

Top Music also managed to sell all their existing Robe stock at the show!

On the evening of the second day, Top Music organised a big party at the nearby Green Bar club, which has indoor and outdoor spaces. Robe ROBIN 300 and 600 Beams and ColorBeam 700E AT fixtures were positioned on the terrace, blasting shafts of light high into the sky, Hollywood style, acting as beacons for visitors to find the venue.

They were also used to project patterns and colours onto the walls of the surrounding buildings, making it clearly and easily identifiable as The Robe Party. Nearly 200 guests turned up for chatting,

socializing and enjoying a very pleasant, chilled and relaxed evening, and a brief respite from the freneticism of the show.

Harry von den Stemmen observed that in general, Latin economies "Are strengthening and experiencing growth" and reveals that a ROBIN Roadshow with Top Music is planned for later in the year.

















