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Robe Show Lighting at Entech 2004

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The place to be the week before Easter was definitely Entech 2004. Robe's distributor ULA, positioned as the leading and largest performance lighting exhibitor, was enthusiastically received by all those attending. From the first time the doors opened at 10 am on the Monday morning, literally hundreds of visitors swamped the ULA stand, pouring over the latest offerings from Robe.

ULA was pleased to host a myriad of clients, designers and industry professionals on the VIP stage, both during the day, and for the popular end-of-day drinks and social session - which rapidly became ULA's Con Biviano states, *"We expected a great response. It's been two years since the last Entech, and so there's plenty of new technology and products to show. However the positivity of the actual response was beyond our wildest expectations. It proved a fantastic opportunity not just for ULA, but for the industry to get hands-on with the products"*.

Robe Show Lighting

Robe Show Lighting is clearly one of the fastest-growing lighting manufacturers in the world - and with good reason. The interest in the Robe product range at Entech was unprecedented. *"From schools and community theatres, right through to top-end production companies, all really been impressed with what they've seen here"* says ULA's Justin Knox. *"The smaller users are also finding that Robe Show Lighting offers truly affordable good quality technology, and is something they need to add to their inventories"*.

ULA formally launched Robe into the Australasian market here, as it marked the manufacturer's first Entech show under its own brand name. To celebrate, there was a host of new products, with ULA and Robe launching the fabulous ColorSpot 1200AT with Electronic Ballast, the ColorSpot 575AT, the ColorSpot 250AT as well as the DMX Control 1024.

Robe's international business development manager Harry von den Stemmen represented Robe Show Lighting, and was impressed with the genuine enthusiasm for their products in Australasia. Harry von den Stemmen comments, *"It was very good for me to come to Australia again and to see how the fantastic work being achieved by Con and his team. I was also able to monitor some great deals on the show floor, and the ROBE message really seems to be reaching the market effectively. I enjoyed meeting so many of ULA's customers, and am impressed with the excellent working relationship between everyone"*.

The ULA Dealer Awards at Entec

ULA also used Entec 2004 as an opportunity to hold its latest Dealer Awards, an initiative to celebrate and congratulate their dealers for sales efforts and for promoting and supporting ULA and its products throughout the year.

The Robe Show Lighting 'Dealer of the Year 2004' was won by Venue Technologies and collected by Mick James. Robe Show Lighting 'Production Company 2004' was named as Theatricks and the Award collected by Roger Hind, while the Robe Show Lighting 'Regional Production Company 2004' Award was collected by Peter Hassell for Stageworks.

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