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## **Purple Entertainment, Aruba, Joins Robe Family**

Purple Entertainment, the leading sales and installation company on the amazingly beautiful Caribbean Island of Aruba - has been appointed as a Robe distributor.

The company is headed by Erik Eman, who is also a locally renowned musician and has been actively involved in the live music circuit for many years as well as setting up the Purple Entertainment Group in 2000. Their initial business was installing Sound Projects audio systems, a premium brand that has enjoyed considerable success in the region due to the high quality of the products and the work and service offered by Purple Entertainment. Their business is mainly concentrated in the club, bar and hotel ballroom installation sectors along with live shows, events and concerts.

More recently, Erik saw the need to include a top-of-the-range moving light brand in their product portfolio. He was recommended to Robe by Will Caspers, a colleague from Holland who visits each year to work on technical production for the Aruba Jazz Festival, an annual event with considerable international acclaim.

"Will specifies Robe fixtures on all his lighting riders, and told me that they are brighter, faster, lighter and much more reliable than any of the other popular brands," he elucidates! Robe's Regional Sales Manager for Latin America Guillermo Traverso visited the island and demonstrated some of Robe's latest products to Erik and his team, including the amazing ROBIN 600 LEDWash ..... after which Erik's mind was set that he definitely wanted to become a distributor.

"Robe will look great in our portfolio," he says enthusiastically, adding that although many projects there are budget-driven, there are also good commercial opportunities and facilities for financing in place, so his customers will generally choose to spend money and invest in the better quality products.

Says Guillermo Traverso, "We are delighted to welcome Purple Entertainment to the Robe Family. Erik is absolutely passionate about the industry and dedicated to giving the best service, so fits perfectly with Robe's philosophy and style".

Erik's ambitions for Robe include that it will be the only moving light brand with a presence on the island over the next 10 years. "It will be nick-named 'Robe Island,'" he concludes with a big smile!

