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EES Roadshow

Products Involved

LEDBeam 100™ LEDWash 1200™ LEDWash 300™ LEDWash 600™ LEDWash 800™ MiniMe®
MMX Blade™ MMX Spot™ MMX WashBeam™ Pointe® ROBIN® DLF Wash ROBIN® DLS Profile
ROBIN® DLX Spot

Robe's Spanish distributor EES (Entertainment Equipment Supplies SL) staged a 10 day roadshow covering several important regional centres - including two days in Madrid and two separate events at different venues in Barcelona - to highlight the latest Robe technologies to interested parties.

The full ROBIN range featured including all the most recently launched products including the amazing Pointe ... which in just a few months has become Robe's fastest ever selling product! The roadshows attracted up to 80 people at some sessions and included people working for rental companies, lighting and visual designers, key TV and theatre technicians, installers, event producers, specifiers and integrators.

The Pointe attracted a massive amount of interest and was the centre of attention at most of the events.

Event management companies were particularly impressed by the MiniMe, and all the entertainment industry specialists, from club owners and operators to rental / staging professionals loved the little LEDBeam 100 ... in addition to the Pointe!

People appreciated the true multi-purpose nature of the Pointe; they liked the MiniMe for the ingenious combination of lighting and video effects in one small, powerful unit ... and the LEDBeam for its super-fast movement.

EES, founded in 2004 and among Spain's most respected professional lighting sales operations, was appointed as Robe's Spanish distributor in April this year, and has already had a great impact on the market there.

As a result of the roadshow and getting the products in front of some serious decision-makers, they have already perceived an increase in Robe being specified on several exciting projects and shows. Says EES Marketing Manager Diana Garcia, "The open days and taking our customers to the Robe factory have been instrumental in establishing Robe amongst our customers - both existing and new - and the reaction could not have been better!"

She concludes, "The products speak for themselves!"











