

1 / 22 / 2024

# Midwich Portugal to Distribute Robe

## Products Involved

### Single Top Loader Case Cyclone™

Midwich Portugal, part of the Midwich Group, is thrilled to announce the addition world-leading moving light manufacturer Robe Lighting to its exclusive distribution portfolio for the Portuguese market.

Based in the Czech Republic, Robe develops and manufactures moving lights and LED lighting technology for the professional entertainment, performance, and broadcast industries and for architectural and architainment applications.

For 30 years, Robe has been producing innovative and trailblazing tools for designers and creatives working in and across these diverse and dynamic disciplines. The products are proudly 'Made in Europe' and known globally for their quality engineering and inventive features.

In addition to technical excellence, Robe is known for its people-focused approach to business, its commitment to sustainable production and its interest in developing a range of related opportunities that will encourage present and future industry professionals to grow and evolve their craft.

Midwich Portugal welcomes Robe with open arms. The brand will be integrated into the Portuguese market by a fully dedicated team. Robe will strengthen the company's market positioning and reinforce its philosophy of offering the highest quality solutions combined with the best customer service and attention to detail.

Ingo Dombrowski, International Sales Director for Robe Lighting s.r.o., commented: "There is a saying, 'Nothing beats a winning team!', and I think there is nothing better than giving a winning team more responsibilities! A well-developed market like Portugal needs a strategic and analytical approach, and we already know this is integral to Midwich Group's Spanish branch, so it is a completely logical step to widen our collaboration to include Portugal."

Pere Castro, Managing Director Midwich Portugal, added: "We couldn't be happier with the addition of Robe to our catalogue of top solutions. After more than a decade of successful partnership with Robe in Spain, now having such a great, supportive, and loyal partner in Portugal is excellent news.

Together with the recent announcement of the 'Avolites - A Robe Business' ranges being added to our Portuguese portfolio, we can consolidate and strengthen our philosophy of offering top brands and service!"

### About Midwich Portugal

Midwich Portugal, a Midwich Group company located in Lisbon, offers comprehensive 360° audiovisual solutions for audio, lighting and rigging, visual media and video & UC. The company represents and sells audiovisual equipment from leading brands in Portugal through specialized and professional customers. Midwich Portugal has its own engineering department, offering advice to customers, and its own Technical Assistance service providing support.



