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# ROA Hits a High Note with New Robe Fixtures

## Products Involved

**FORTE®**   **iPointe65®**

Grupo ROA is a busy and creative event production supplier and equipment rental company based in Zinacantepec just west of the city of Toluca in Mexico State, Mexico.

The company is run by the charismatic, proactive entrepreneur and music enthusiast Rodolfo Oropeza, who runs several related companies and businesses located around a green and pleasant 10,000 square metre complex, land that has been in his family for many years.

Recently, the rental arm of ROA took delivery of their first Robe moving lights, with 20 x FORTES joining the inventory, followed by 48 x iPointes, part of a strategic investment by Rodolfo who appreciates the value and advantages of investing in a brand with high tech specifications.

Before making the decision to go for Robe, Rodolfo, by his own admission “more of an audio guy”, consulted with some lighting specialists, and the overall advice was to go for Robe.

ROA services a lot of the government, political and culture-based work in Mexico State, and there is a constant flow of events for which they deliver the highest standards of production, together with numerous festivals.

The company was founded in 1988 by Rodolfo and his best friend, who enthusiastically DJ'd their way into the local party and events scene, and were then asked to start technically producing cultural ceremonies, combining slick and imaginative presentations with building equipment stocks as they went, further fuelling their quest to offer the best shows. The friend then left and has since returned to the company.

In addition to lighting, Grupo ROA supplies audio, video, LED screens, staging and rigging as well as constructing sets and offering complete printing facilities. Three large warehouses sit on the Zinacantepec site plus numerous workshops, painting and metal fabrication shops,

employing around 100 full time across the various companies, plus regular freelancers as needed.

Rodolfo has also known Estuardo Zárate, his account handler at SHOWCO – Robe’s Mexican distributor – for 20 years or more, initially while both were working as ‘noise boys’. When Estuardo joined SHOWCO a few years back and started handling Robe, he naturally took the brand to Rodolfo to illustrate the quality and excellent engineering for which Robe is renowned.

“I needed IP rated fixtures,” noted Rodolfo, who is always keen to keep the Group fresh and at the forefront of being innovative and stand-out.

For around 60% of the events that ROA supplies, they will also specify the equipment, while the other 40% are rider-specific.

“We supply and produce so many outdoor shows here, so IP was a MUST,” and while they already had moving lights from another brand, he was interested in something of rock-solid build and output quality for which he could partner with, both now and in the future.

Another reason for choosing FORTES and iPointes as the first Robe purchases was grounded in current artist rider demands, and to make double sure it was the way to go, Rodolfo also sought the informed and valuable opinion of ROA’s lighting chief, Eduardo Aguilar, who agreed with his observations and recommendations.

Rodolfo now recalls that trip to the Robe factory saying, “I was super-impressed by the set-up, very professional and well organised, and this alone made me realise that Robe would be an excellent choice that offers the best options right now in a highly competitive field, which is good and keeps everyone focused.”

Rodolfo is certain that with ROA taking this Robe route, there will be increased opportunities to collaborate with other rental companies for shows and events and to expand the company’s reach further into other sectors like touring, as well as to enhance their dry hire capabilities by having an in-demand brand onboard.

Photo Credit: Louise Stickland





