

3.3.2014

Dry Hire Lighting Makes Massive Robe Investment

Products Involved

LEDBeam 100™ **LEDWash 600™** **Pointe®**

High Wycombe, Buckinghamshire UK based cross rental facility Dry Hire Lighting has invested in a substantial quantity of new Robe moving lights to boost their available hire stock of Robe fixtures, making them one of the largest rental stockists of Robe fixtures in the UK.

The new purchase comprises of a mix of Robe ROBIN Pointes, ROBIN LEDWash 600s and ROBIN LEDBeam 100s.

Dry Hire Lighting made the move due to an increased demand generally across all sectors for all of Robe products which are appearing with increasing frequency on specifications for concert tours, theatres shows, TV series' as well as special, corporate and industrial events and presentations.

"We have the largest rental stocks of the Pointe in the UK and it is definitely the fixture of the year right now," says Dry Hire Lighting's Rob Merrilees, "It's being used on numerous productions and demand is generally really high – people just can't get enough of them!" The multi-purpose Pointe was launched in April 2013 and in the last 10 months has become Robe's fastest ever selling product and hugely popular.

Shows and events utilizing Pointes have included David Guetta, Selena Gomez, the MTV Video Music Awards, Glastonbury festival to name a few – and its versatility has become a big hit with designers worldwide.

The LEDWash 600, Merrilees reckons, has become "The Industry standard LED wash light" since its launch in 2010. The LEDWash Series – it's available in 300, 600, 800 and 1200 versions – has become Robe's best-selling product, and loved for its homogenized lightsource, smooth colour mixing and dimmer curve and excellent range of 'real' whites. The LEDBeam 100, Merrilees describes as "The new PAR can" although it's a lot smaller, brighter, lighter, more flexible and eco-friendly!

He adds that one of the greatest assets for Robe from a rental company perspective is the brand's reliability and good engineering, which characterizes all Robe's product ranges. Says Merrilees, "I have known some of the people involved in Robe for around 20 years – although the time feels like it's evaporated in a flash! They are extremely pleasant people to

do business with and their passion for the industry matches the commitment to producing excellent products”.

Dry Hire Lighting is run by four highly respected individuals all of whom have been involved in the production industry for some years and bring a vast pool of knowledge and experience to the table.

Dry Hire Lighting – launched in 2011 – now has close to 1000 intelligent fixtures from the major brands available for cross hire. Meticulously maintained and prepped, these are all supplied to their clients in unbranded flightcases.

